(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Monday, 2:30 P.M.
September 1, 1986

Dear Friend & Subscriber,

Do you remember receiving a letter from me with a dollar bill attached to it a couple of weeks ago?

You do remember? Good. And now, as you can see, once again I am sending you a letter with money attached. This time it's a penny. A nice, bright, shiny copper penny.

What's going on here? Why do I keep sending you letters with money attached? Am I some kind of nut or something?

Maybe so. Come to think of it, nobody yet has ever accused me of being sane! However, this time, at least, there is a bit of method to my madness. You see, what I'm trying to do is to "condition" you. What I want is for you to get used to the idea of receiving money in the mail as a result of your association with me. I want it to become a habit. I want it to happen every day. I want you to experience what it is like to be flooded with so much mail that you will have to hire an extra 40 people just to count it all and help you make your bank deposits!

Don't scoff. I've already done it dozens of times.

And now, my friend, I'm going to show you how to do it too. Won't that be nice? Let's get started!

First of all, if you've been paying attention, you should have already learned something that can dramatically increase the bottom-line profitability of almost any direct-marketing organization. Did you miss it? I bet not. What I'm talking about, of course, is the proper way to respond to an order.

Do you know what most mail order companies do when they get an order? Usually, the procedure goes something like this: they log it in, keypunch the customer data, generate a label, send the label to a fulfillment facility and then, the order gets filled.

DUMB! DUMB! DUMB!

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Here's what they should be doing: As soon as they get an order they should immediately send what I call a "thank you, please send more money" letter. Right away. Without waiting for keypunching. Without waiting for label generation. Without waiting till the order is filled. Without waiting for anything.

It should be done rather like the way I did it when you ordered from me. Remember? Remember how you got a very dramatic (and incidentally, very sincere) letter from me that thanked you for your order? Remember how I took the trouble to reassure you that you had made a wise decision when you subscribed to my letter? Remember how I resold you a little on the benefits to come?

And then, do you remember how, at the end of my letter, I told you I had enclosed another subscription order form and how I asked you "to give it to someone you love"?

What's that? You say you did catch all that? You say you're already doing something similar or at least you're going to start?

GOOD! GOOD! GOOD!

Now listen: did you also notice how, by attaching something to the top of my letters, I am able to immediately capture and focus my reader's (your) attention? Did you also notice, however, how I made sure the attachment "made sense" (no pun intended) within the context of the rest of my letter? Did you notice how neatly my copy made the transition from the attachment (a penny) to the subject (getting money in the mail) of my letter?

You did catch all that? Wonderful. I knew you would. After all, you are one of my subscribers and my subscribers really are the sharpest people (true) in the entire industry.

O.K., let's stop messing around. Let's dive right into the subject of this month's letter which is....

The Amazing Direct Mail Secret
Of A Desperate Nerd From Ohio!

I first got bitten by the mail order bug in the mid-1960's. What really got me fired up was reading a little set of booklets called "The Direct Mail Guides" written by a man named Thomas Hall. Those guides were terrific. They remain, to this day, the very best material I've ever read on the subject of direct mail.

In any case, those guides were my original inspiration and, later, I became even more excited when I read an article in The Reporter of Direct Mail about a man named John Leslie who had a company called Leslie Creations and later, another company called "Mail Order Methods."

To me, Leslie and Thomas Hall were heros. They were clear-headed doers who were successful in the most exciting, romantic business on earth: mail order. They had money, an exciting life style (Leslie even had two refrigerators: one just for soft drinks!), recognition of their peers, and everything else a man could want. I longed to be just like them.

So I started to study. Hard.

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I read everything I could get my hands on about advertising, direct mail and mail order. I mean everything. If my local library or bookstore didn't have a marketing book I wanted, I would drive hundreds of miles to get it. I even flew to New York (I was living in Ohio at the time) to check out the Manhattan Public Library, and to Washington D.C. to forage through the Library of Congress.

Let me tell you: I was driven. I read it all. I was voracious. I went on a reading frenzy with the same passion a Great White goes on a feeding frenzy. I memorized all the rules, AIDA, IDCA, PPPP and so on. I learned, from my reading, that hundreds of split-run tests over the years had proven the following:

* It is more cost effective to use bulk rate than first class postage.

* Teaser copy on the outer envelope always increases response.

* A two-color letterhead is better than only one color.

* The best direct mail package always contains (in addition to an outer envelope with teaser copy all over it and a two-color sales letter), a four-color brochure, a business reply envelope and a printed order card.

This was gospel. After all, all the books said the same thing. Those books also said it was almost impossible to make a compiled list work and that you should never, ever try to make a mailing to names from a telephone book.

Who was I to argue? This stuff was all "proven".

And so, armed with the results of all this "proven" research, I set out to make my fortune in direct mail.

Back then, my life settled into a routine and it went like this: I would come up with a product idea like a book or a report or something and, then, following all the rules, I would create a direct mail package to sell that product. After that, I would then, beg, steal or borrow enough money to get my envelopes, letters, brochures and everything else printed up and then, (to save money), my wife and I would stuff the letters and stamp and seal them ourselves and put them in the mail. Then, of course, we'd sit back to wait for the money to roll in.

It never came. Not very much anyway.

And so, I'd start over. I'd find or conceptualize another product and I'd go at it once again. I was so obsessed in those days that, if necessary, I would literally spend the utility money to make my test mailings. Sometimes my wife and I would be anxiously waiting for the orders to come while sitting in a dark house with no water because we hadn't paid our utility bills.

True.

This got to be very tiresome. Especially for Nancy. She was remarkably firm, after awhile, on the idea that we should not let our water be turned off just so we could mail another test. Can you imagine that? I mean really; how narrow-minded can a person be? Is it any wonder we eventually got a divorce?

So anyway, after about three years (I'm sometimes a slow learner) of this

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dreary existence, I sat down and did some thinking. I said to myself something like this:

> **"Gary, what would you do if you had to make your next mailing work? What if you could only mail one letter and, if you didn't get a response, you would, quite literally, be beheaded?"**

Try thinking like that sometime....like your life actually depends on the success of your next mailing. Can you do it? Can you put yourself in that frame of mind? Well, I did, and I came to a number of conclusions, and I want you to reason along with me.

Now listen, if, *for real*, you had to mail one letter to a stranger and you had to get an order from him or you really would be murdered, here is the way I think you would be thinking:

First, I bet you would NOT mail bulk! Certainly not if your life depended on it. Would you? I sure wouldn't for at least three reasons:

1. If the stranger I was writing to had moved, my bulk rate letter would NOT be forwarded to him and, if my life really was on the line, I sure wouldn't chance non-delivery. Would you?

2. Secondly, if I mailed bulk rate and my letter did get delivered, I would be scared to death that maybe the stranger to whom I was writing would see it was bulk rate and maybe not open it because maybe he was very busy and maybe not feel like taking the time to open anything except his personal mail.

   That's way too many maybes for me.

3. Thirdly, even back then, I had a sneaking suspicion that sometimes postal workers would throw away bulk rate mail because they were too tired or too lazy to lug it around and they knew nobody would miss it!

And so, my friend, for those three reasons, I decided to mail my "life or death" letter via first class mail.

But wait. Since my life was on the line, I also wanted to make sure my recipient knew it was first class mail. In other words, I wouldn't risk confusing him by using metered mail or a first class printed indicia. No. Absolutely not. Since my life depended on getting that letter opened, I decided I would use a real, honest-to-God, live postage stamp!

By the way, have you ever seen any of those stupid direct mail packages that use first class postage that is cleverly disguised to look like bulk?

Enough about postage. The next thing that occurred to me is that I would not put a label on my carrier envelopes. Certainly not if my life depended on it. No. What I would do, instead, is type or hand-write my stranger's name and address on that envelope because I would want him to accept my letter as a personal communication.

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O.K., what else? Well, I decided I wouldn't put any teaser copy on the envelope either. I mean, honestly, would you risk your life on getting a response from a letter mailed to a stranger if the outside envelope said:

**"Here's how to get TIME magazine
at half price!"**

I wouldn't.

What would I write on the envelope? Well, I decided my best bet would be to write something like **"URGENT"** or **"FIRST CLASS MAIL"** or else maybe write nothing at all.

And what about the corner card? Should it reveal that my letter was from **TIME-LIFE BOOKS** or **THE AJAX WIDGET COMPANY** or **HALBERT'S MAIL ORDER GADGETS**?

Not on your life.

Not on mine, anyway! No, sir. If, quite literally, my life depended on it, my letter was going to arrive in a plain white personal-looking envelope with a real live, honest-to-God, first-class postage stamp, a typed or handwritten address, no teaser copy, and a corner card that revealed only (and very discreetly) the sender's return address.

Doesn't sound very impressive, does it?

Stay with me. You are reading the evolutionary process of some original conceptual thinking that has resulted in gross sales of untold hundreds of millions of dollars.

Onward.

So much for the envelope. So far, I had done everything I could (short of mailing by registered or certified mail) to get my letter delivered and accepted as a piece of personal mail and, therefore, I had done what I could to achieve the primary and most important thing in all of Direct Mail Land which is:

**I GOT MY ENVELOPE DELIVERED
and
I GOT IT OPENED!**

What's that? Are you thinking "what's the big deal?" Listen my friend, as simple as this sounds, the Number One reason for the financial failure of most direct mail is because:

IT NEVER GETS DELIVERED and/or NEVER GETS OPENED!

Really. Aside from making the wrong offer to the wrong list, not getting your letter delivered or opened is the Numero Uno mistake. Think about it: What does it matter how sparkling your copy, how compelling your offer, or how attractive your price if your intended recipient never receives (or opens) your letter? You know, this simple truth seems to me to be so self-evident that I feel a bit silly being so redundant about it. But, you know what? I'd rather be redundant than bankrupt and bankrupt is where a lot of mailers have wound up because of failure

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to grasp this simple and "obvious" concept.

More about that later. But now, let's say we've got our letter opened so what else is there to worry about?

Hmm? Let's see? Well, what about this? What if my prospect opens what he thinks is a piece of personal mail and then, all of a sudden, he finds out it's not...because he sees a color brochure, a printed order card, a BRE, a rabbit's foot and some kind of YES-NO "hot potato"?

No good. Certainly not if my life depended on getting a response. No good at all. There's just no way I would be willing to risk having my guy open what he thought was a personal letter and then see all that stuff and go, "Oh, yuk!"

Nope. You know what I decided I would want him to see when he opened that letter? Actually, it's so unusual I'll bet you'll never guess. And, unless you're very broad-minded, you'll probably never forgive me for this kind of anarchistic thinking. Because... what I decided I wanted my guy to see when he opened that envelope was a (gulp!)...a...a...a...

A LETTER!

Yes. I wanted him to see what was, or at least appeared to be, a real, honest-to-God personal letter.

And nothing else.

And so, my very first "life or death" mailing contained only two elements: the rather plain envelope I've already described and a simple one-page (361 words) letter that had the appearance of a personally typed letter.

Did it work?

I'd say so. That letter generated 7,300,000 cash-with-order customers and was the wellspring that built a mail order company, (**Halberts**) that eventually employed more than 700 people, 40 of whom were needed just to make our bank deposits which often consisted of some 20,000 checks per day.

Now listen. My thinking on what a direct mail package should contain has changed over the years. For one thing, I have learned how to achieve that same effect (or, at least a similar effect) by using bulk rate stamps and now, I usually include a reply envelope and, most always, an order form (I hide it, though).

In any case, what you have just read is the evolutionary process of how I developed my A-pile, B-pile concept and I am including a more precise and formal, up-to-date explanation of that concept on the next few pages of this letter. If you create direct mail yourself, what I suggest you do is put those particular pages in a file someplace and re-read them every time you are about to design another mailing. And, if you pay other people to create direct mail for you, I suggest you photocopy (just this once, you have my permission) those pages and give them to your creative person and tell him/her to consider the concepts contained therein before your next piece is created.

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Onward.

The A-Pile
vs.
The B-Pile

Are you ready to get started? Good. You are now about to learn the most important thing you will ever learn on the subject of direct mail. I have a similar lesson to teach you about newspaper and magazine advertising, but that will come later in another letter. Right now, we will talk only about direct mail.

Whatever. Professor Halbert is now going to give you his semi-famous A-pile, B-pile lecture. It goes like this: Everybody in the world divides his mail into two piles which I call the A-pile and the B-pile. The A-pile contains letters that are, (or appear to be), personal. The B-pile contains everything else: bills, catalogs, brochures, printed announcements, envelopes that obviously contain a sales message, and so on.

Now listen up: The most important thing you can ever do when creating a direct mail promotion is to make sure your letter gets in the A-pile!

Here's why. Everybody always opens all of their A-pile mail and only some of their B-pile mail.

It's as simple as that. And when you are spending thousands (and sometimes millions) of dollars to mail a sales message, you want to make damn sure that everybody who receives your letter will at least open the envelope. You know, this simple truth seems to me to be so self-evident that I am always amazed when someone wants to argue with me about it. And, usually, as you might expect, the most vigorous arguments come from the most "experienced" advertising people. These people just love to tell me how they always found that B-pile direct mail is more cost effective.

They are always wrong. You see, they may have sent a personal looking envelope but usually, as I'll explain later, they forget to eliminate the "Oh Yuk!" reaction. But first, let's talk about the differences in the appearance of an A-pile envelope as opposed to an envelope that is destined to wind up in the B-pile.

It's really quite simple. You see, A-pile envelopes always look personal. Not necessarily personal like they came from your Aunt Minnie but, at least, personal like they were a communication from one real person to another real person. The best (most cost-effective) A-pile envelopes always have a live postage stamp affixed. They never have teaser copy. They never immediately reveal by the corner card that the material inside contains a commercial message. They are never addressed by label and they are seldom oversized or odd shaped.

Want an example? If so, just look at the envelope that this letter came in. It's a plain white #10 with a typewritten address, a first-class postage stamp and a corner card that reveals only the name and address of the sender.

Down with awards for graphic design;
up with response!

Now let's talk about B-pile envelopes. What do they look like? You already

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know. You've seen thousands of them. They are usually label addressed and they contain teaser copy, award winning graphics, photographs, YES-NO windows, windows with a fake check showing through, "Miami Vice Colors", a printed bulk rate indicia or else a printed first-class indicia (the stupidest mistake in direct mail), tearstrips, and any and everything else a misinformed direct mail "expert" can think of that will (he thinks) help get his envelope opened.

It's so sad.

Now bear with me. I want you to imagine, in your mind's eye, that a very busy man (or woman) is going to his mailbox and there, lo and behold, he finds a double handful of B-pile mail. Can you see it? Can you see that unbelievable "collection of creativity"? Can you see all those pastel colored window envelopes? See the one that says **"Free Oxygen to Everyone Who Breathes"**? Can you see the one that says **"The Most Important Collection Of Books Ever Offered by TIME-LIFE"**? Can you see the one that has (oh boy!) three windows)? Can you see that fat one that contains enough printed material to make up the first volume of the **Encyclopedia Brittanica**? (come to think of it, that one did come from the **Brittanica**) Can you see the one that has a photo of a starving child begging for food? Can you see the one that some idiot tried to personalize by computer printing (on the envelope!) some cute little message that says, **"Here's good news for the Halbert family and everybody else who lives close to 8033 Sunset Boulevard!"**?

Just look at that mess!

Can you guess what happens when a busy man (or woman) goes to his mailbox and finds such a collection? What is the first thing he will do with all this stuff? Go ahead and guess. I bet you get it wrong.

O.K., let's find out. Did you guess that the first thing a person will do with all this stuff is throw it away? If you did, you are wrong. You see, the first thing a person will do with it is sort through it to see if he has received any A-pile mail.

After that, then he throws it away!

Now, before I go on, I want to admit that he will not always throw all of it away. If he happens to spot an envelope that catches his eye and, if he happens, at that very moment, to be just dying to buy another magazine subscription or self-help book, or, if he has just been going crazy waiting for a piece of mail from the Columbia Record Club then maybe, just maybe, he will open one of these envelopes and see what it is all about.

But don't count on it. The percentages are against you.

O.K., if getting your letter into the A-pile is the most important thing you can do, what is the next most important thing you can do? The answer is simple. The next most important thing is to make sure your letter stays in the A-pile.

Here's what I mean. Suppose your prospective customer gets an envelope that looks like one of the A-pile envelopes (like the one this letter came in) that I have already described. Listen: There is no doubt that such an envelope will be opened. It looks personal, it has a first class stamp, it does not obviously contain a sales message and, all in all, it is an excellent example of a personal

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looking envelope. However, what happens when he does open the envelope and he finds a bunch of material that looks like the creation of it has set up some graphic artist for life (not to mention his sleazebag brother-in-law who owns a printing business)?

You know what I'm talking about, don't you? I'm talking about the big colorful brochures, YES-NO tokens, lurid, oversized order forms, ingenious award winning "hot potatoes", whistles, bells, kazoos, and a personal message from President Reagan.

What will happen? I'm sure you already know: What will happen is that our prospect will say, "Oh, yuck!" and, most likely, he will now throw the promotion away!

No good. Here is a better way. I want you to imagine what will happen when your prospect opens the A-pile envelope and, instead of seeing **"Graphics on Parade,"** he sees what appears to be a simple, typed letter and another envelope that is plain, white and sealed and has typed on it:

"Please open this envelope
as soon as you have read my letter.
Thanks. GH"

What will happen? It's easy to figure out. Your prospect will begin reading the letter to find out what this is all about. And then, if you are skillful enough, your letter will grab your prospect's attention, it will hold his interest, it will whet his appetite for your goods or services and then, at the end, it will refer him to the sealed envelope and tell him to open it for more information and descriptive literature.

And what will he find when he opens the sealed envelope? Nothing special, really. You see, what he will find is all the same stuff (order card, brochure, reply envelope, etc.) that was in many of the B-pile packages I have previously described.

But what is different, what is so very different, is when he was exposed to this material. It's a matter of timing. Selling is like seduction. If you ask a woman to go to bed with you, whether or not she says "yes" is largely a matter of when you ask her. If you ask her immediately, as soon as you've been introduced, most likely she will think you are a creep and tell you to get lost. However, if you wait a while, wait until she gets to know you a little, wait until you've wined and dined her a few times, wait until she's had a chance to warm up to you, to discover that you are, indeed, a fine fellow, then, my friend, your chances of getting a "yes" for an answer are much, much better.

So it is with selling. Any kind of selling. It doesn't matter if it is door-to-door, direct mail, television, radio, newspaper ads or whatever; if you take the trouble to warm up your prospect, to seduce him a little before you pop the big question ("will you buy my goods?"), then your closing rate will be much, much higher.

DON'T BE A MASOCHIST!

I know, I know. There's an old joke about a guy who immediately asks every

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woman he meets to go to bed with him and, when his friends ask him if he doesn't get slapped a lot, he replies, "Sure I do, but I get lucky a lot, too!"

Well, in my opinion, that guy is much more of a masochist that he needs to be. You don't have to go around getting slapped all the time in order to get a little romance in your life and, in direct mail, you don't have to settle for the high rate of rejections to sales that most promotions get.

A MILLION DOLLAR EXAMPLE!

Look: Here is a true story that will illustrate my point. Not long ago, I was asked to go to Las Vegas to help a guy who was in trouble. The guy was a nephew of Colonel Sanders, and he had inherited a lot of Colonel Chicken's money and he had invested it in a lot of high-priced vitamins he was unable to sell. The vitamins were stored in a warehouse and he and his partners wanted to know if I could figure out a way to sell them by mail.

I wasn't very interested. I was very, very interested, however, in a certain promotion that was being mailed by one of the men at that meeting, and I told this man I would like to redo his mailing piece for him.

He wasn't interested. He said his mailing was already working. He said he was mailing between 300,000 and 1,200,000 letters every month and that he was making a good profit.

You know what I told him? I told him his mailing was working in spite of how horrible it was. I told him that he had obviously discovered an appeal that was so "right on target" to the people he was mailing to that even a really terribly conceived mailing piece would work. I also told him that if he would let me redo his mailing package and give it the A-pile treatment, that he would hardly be able to believe the results.

He agreed to let me try. He wrote me a big deposit check (I love that part!) and we made a deal. Then I got back on the plane and flew back to L.A. and, before the wheels touched down, only 45 minutes later, I was finished. I hardly rewrote the promotion at all; I just cleaned it up a little so it flowed a little more smoothly. But, of course, the main thing I did was reformat his promotion. I made sure his envelope looked personal so it would get into the A-pile and I made sure that when the envelope was opened that the promotion still had an A-pile look and that the prospect would be sure to, at least, begin to read the sales letter.

So what were the results? Does this stuff really work or is it all theory?

None of this is theory. Everything I have told you has been proven by careful testing. What has happened in this case is that promotion, (using the same sales pitch and almost the exact same words), is pulling in approximately $96,000.00 more every month.

That's over one million extra dollars per year in return for 45 minutes' work.

Case closed. End of lecture.

Onward. Thank you for reading that last section. And now, with your permis-

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sion, I shall continue. Let us go back to where I was earlier in this letter before I subjected you to my A-pile, B-pile lecture. As you will recall, I was flat broke trying to reason with a pig-headed wife who considered running water and electricity more important than making another direct mail test. So much for her. In any case, after I figured out that my "life or death" letter should at least "look" personal, I decided it would be just wonderful if, somehow, I could give my sales letters the appearance of having actually been individually typed and that's when I figured out:

How To Make
A Fake Computer Letter!

Please pay attention; this is going to be fun reading! O.K., now back in those days, computer letters were just starting to catch the attention of the direct marketing community. The first ones were just awful. All the letters were in upper case type and they looked more like a **DECLARATION OF WAR** than a personal letter. But then, a bit later, a genius named Leo Yochim got hold of the first upper and lower case IBM print chain and started messaging computer programs in such a way as to eventually develop a computer letter that looked a lot like a real typed letter.

And guess what? Those first computer letters would, on the average, increase response by 300%!

But there was a catch. Actually, there were two catches. One was that very few people knew how to create those computer letters and the other was that it cost a fortune to do the programming and generate the letters.

This did not bode well for a nerd (me) who couldn't even pay his utility bills.

Now remember, my frame of mind back then was that I was going to create a "do-or-die" direct mail package and that concept does not lend itself well to a letter that begins "Dear Sir" or "Dear Occupant" or "Dear Resident."

So one fine day, I found myself reading a newspaper story that changed my entire life. It was about a little old lady who had found a neat way to supplement her social security income. What she would do is go to her local library and pick out a surname and then do some research and find out if there was ever a coat-of-arms (family crest) that was recorded with that name.

Then, if there was, she would make a black and white drawing of it and have that drawing printed on a postcard. Then she would mail her postcard to everybody who had that surname who lived in her county. The postcard would say she had discovered that a coat-of-arms had been recorded with the recipient's name and that this is what the design looked like in black and white. She also went on to say that the coat-of-arms was even more dramatic in color and would offer to hand paint one for the reader for a relatively modest fee.

BINGO!

Oh, wow! My mind started racing. "Look," I said to myself. "Gary, here is a way to make FAKE computer letters! What I'll do is get a bunch of telephone books from a bunch of big cities and then I'll pull out all the Andersons and Bakers and

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Halberts and so on, and then I'll type one letter that starts out 'Dear Mr. Anderson,' and then I'll weave in that name all throughout the copy."

And I did, and it worked!

I started out with phone books, but later, after I had a little money, my partner (Dennis Haslinger) and I made an arrangement with Reuben Donnelly in Oak Park, Illinois (Bob Harter was our rep back then; I wonder whatever happened to him?) and here's what we had Donnelly do: We had them computer pass their entire file (that cost about $70,000 back then) and put all those names into alphabetical order. By the way, you know what is ironic? They had just taken them OUT of alphabetical order because of the new postal regulations that required you to keep your list in ZIP order!

Anyway, once the file was in alphabetical order, we'd have them kick out 20 surnames or so and have them address envelopes to all those names and keep each pile of envelopes addressed with certain surnames separate from the other "surname piles."

Let's say one of the names was Anderson. O.K., what we'd do is we'd type one "Anderson letter" and then have it offset printed, and then we would have a thousand or so FAKE computer letters.

And of course, we'd then insert all those "Anderson letters" into the "Anderson envelopes" and mail them out, and then we took in

MILLIONS and MILLIONS and
MILLIONS and MILLIONS and
MILLIONS of dollars!

And ever since, good old semi-handsome Gary has been able to pay his utility bills.

Sincerely,

Gary C. Halbert

Gary Halbert
In-print Salesman

P.S. Some of the names pulled like crazy and some names didn't work at all. Can you guess why? I'll tell you next month, and I'll also tell you how to test a list without getting burned.

It is very important that you know this stuff about how to test a list. Your list broker does NOT know and neither does whatever consultant you are using. And listen: This info on how to test a list is so important that if you have a big test mailing going out before next month, you should call me and I'll tell you what you need to know (free) on the phone.

P.P.S. I'm working my buns off for you. If you've been paying attention, you've started learning important stuff (like how to acknowledge an order) before you even got this first issue. So tell your friends about my newsletter. Rave about me. Recommend me and, better yet, give them one of the order blanks I've included with this letter which are to be found (of course) inside the enclosed sealed envelope. Thank you.

(213) 273-7053

THE GARY HALBERT LETTER

SUITE 208

8033 SUNSET BLVD.

LOS ANGELES, CA 90046

From:
Los Angeles, California
Wednesday, 2:30 P.M.
October 1, 1986

Dear Friend & Subscriber,

You are about to read eight pages of information that can save you and/or your direct-marketing clients from financial disaster.

Please pay careful attention. What you are about to read is deceptively simple. In fact, I'm going to have to ask for a bit of patience from some of you. Especially those of you who are "old pros." You see, the first pages of this letter are going to reveal some stuff that most of you already know. Please bear with me. Some of my readers don't know this stuff and besides, it never hurts any of us to take a little "refresher course" once in a while.

And anyway, it's all a "setup" to pave the way for me to explain a financial "life or death" concept that will be revealed near the end of this letter.

Onward. No more messing around. Let's dive right in. Listen: As you may or may not know, every once in a while I give a class on copywriting and/or selling by mail. During these classes, one of the questions I like to ask my students is: "If you and I both owned a hamburger stand and we were in a contest to see who could sell the most hamburgers, what advantages would you most like to have on your side to help you win?"

The answers vary. Some of the students say they would like to have the advantage of having superior meat from which to make their burgers. Others say they want sesame seed buns. Others mention location. Someone usually wants to be able to offer the lowest prices.

And so on.

Whatever. In any case, after my students are finished telling me what advantages they would most like to have, I usually say to them something like this: "O.K., I'll give you every single advantage you have asked for. I, myself, only want one advantage and, if you will give it to me, I will (when it comes to selling burgers) whip the pants off all of you!"

"What advantage do you want?" they ask.

"The only advantage I want," I reply, "is...

A STARVING CROWD!"

Think about it. When it comes to direct marketing, the most profitable

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habit you can cultivate is the habit of constantly being on the lookout for groups of people (markets) who have demonstrated that they are starving (or, at least hungry) for some particular product or service.

How do you measure this hunger? Well, for us direct marketers, thanks to the mailing list industry, it is rather easy. Let's brainstorm a little. Let's suppose you and I are new to DM and we want to sell a book titled **"How to Invest Money In the Stock Market"** and we have created a direct mail promotion designed to sell this book. Who do we mail our promotion to? Here are some possibilities:

Possibility #1: We could mail it to people whose names and addresses we get right out of a telephone book.

Comments: This is a terrible idea. Except for offers (like my coat-of-arms promotion) that have an extremely broad appeal, there are far too many non-prospects in this "hodge podge" group of people. In fact, the only thing these people in the phone book have in common is that they all have a phone. Some of these people won't have any money to invest. Some of them (more than you would ever guess) never purchase anything by mail for the simple reason that they don't know how to read! Some of them can read but they can't read English. Some of them are old enough to remember 1929 and would never think of putting their money into stocks. Some of them are too stupid to invest in stocks. Some are too smart. Some are too paranoid.

And so on.

In short, there is way too much waste circulation in a list made up of names taken from a telephone book. Using a list like this is like shooting with a shotgun instead of a rifle.

Onward.

Possibility #2: We could mail our promotion to people whose names and addresses we get from a phone book, but only to those people who live in high income areas.

Comments: This is a little better, but not nearly good enough. High income areas are, incidentally, easy to identify because several companies have compiled statistics on every zip code in the United States and they can tell you, with great accuracy, the average income per person in each zip code. They (these companies) can also, by the way, tell you the average education level, average age, how much is spent (per capita) on automobiles and a bunch of other stuff.

However, as I said, this still isn't nearly good enough. For one thing, not everybody who lives in a high-income area has a high income. Some of these people might be live-in maids or gardeners or some other type of domestic servant. (Come to think of it, with the prices they charge, California gardeners at least ought to be wealthy!) Some of these people may have money but are not interested in investing. Some of them may buy investment books from a bookstore but never by

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mail. Some of them may have money they are inclined to invest but will only invest in areas other than the stock market where they already have expertise.

Whatever. Once again we are shooting with a shotgun instead of a rifle. Once again, too much dead wood.

Let's see if we can do a little better.

Possibility #3: We could mail our piece to a group of people of whom we are relatively sure that all of them have above average incomes. Like doctors. Lawyers. Architects. Top executives. CPA's. Owners of expensive homes. Owners of Rolls Royce automobiles. Subscribers to **The Gary Halbert Letter.**

And so on.

Comments: Not bad. We are now getting into areas where we at least have an outside chance. Whether they are interested in the stock market or not, we can't know, but, in any case, if they are interested, they probably have the financial ability to do something about it. There's no doubt about it. This group of people is certainly more likely to respond to our pitch than the first two groups but, as you should soon see, we can do a hell of a lot better.

Possibility #4: We could mail our promotion to a list of upper income people who are proven mail order buyers. Buyers of what, you ask? Actually, for the purposes of selling by mail, it is generally true that mail order buyers of anything are better than almost any group of non-mail order buyers. And, in this case, we have added the extra qualification that they must be wealthy mail order buyers.

Comments: Now we are getting down to business. This is the first group I have described that gives us a reasonable shot at success. Not bad. Not bad at all. But now, let's stop messing around. Let's go for the kill.

Possibility #5: We could mail our promotion to a group of wealthy people who are not only mail order buyers but also, people who have ordered some other investment book by mail.

Comments: Bingo! Now we're cooking. These are upper income people who have purchased by mail a product similar to ours. What could be better? This is just about as "hot" of a list as we can get! Or is it? Actually, it is not. Let's keep trying.

Possibility #6: We could mail our promotion to a list of wealthy people who have purchased (by mail) a product similar to ours...several times!

Comments: Yeah! These people are "naturals." They're MO buyers. They've purchased (by mail) a product similar to ours. And, they are repeat buyers of this type of product. How sweet it is! Can it get any sweeter? Yes, dear

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reader, it can! Read on.

Possibility #7: We would mail our promotion to a list of wealthy people who have purchased (by mail) a product similar to ours several times **AND WHO HAVE PAID BIG MONEY FOR WHAT THEY BOUGHT!**

Comments: Goody. These people are very close to the "creme de la creme" of lists we can mail to. But wait! Why do I say they are only "very close" to the best? Good Lord, what more could we ask for? Hold on! We're not done yet.

Possibility #8: We could mail our promotion to a list of wealthy people who have purchased (by mail) a product similar to ours and, who have done so repeatedly and, who have paid big money for what they purchased and, who have **VERY RECENTLY** made such a purchase!

Comments: This is almost as good a list as we can get. It is certainly the best list we are likely to be able to rent.

But not quite. Just keep reading.

Possibility #9: We could mail our promotion to a list of people who have all the characteristics of possibility #8 **AND WHO OUR FRIENDLY LIST BROKER TELLS US IS WORKING LIKE CRAZY FOR OTHER MAILERS WITH PROMOTIONS SIMILAR TO OURS.**

Comments: For a variety of reasons, many lists that should work, don't. Who knows why? Actually when it comes to the bottom-line, it really doesn't matter "why". What does matter is simply that a given list is or is not responsive. And the best way to know what lists are "hot" is to have a good relationship with a good honest list broker. In fact, if you have a good relationship with a good broker, one of the things he will do for you (because it is to his financial advantage) is to keep an eye out for hot lists that are likely to work for your offers. And now with this last list, we have finally and truly identified the best list you can mail to.

Almost.

Yep. We can still do better!

Possibility #10: There is, however, one group of people that will respond far better than any of the other nine I have described. What is it? I'm sure you already know.

YOUR OWN CUSTOMER LIST!

Comments: All other things being equal, your own customers should respond stratostrophically (is that a word?) better than any other list you can get. Of course, there is one caveat: **THEY MUST BE SATISFIED CUSTOMERS!**

So there.

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Let us press on. What you have just read was designed to give you (and me) a "refresher course" on those factors that make some lists more responsive than others. With those factors in mind, we can safely come to the conclusion that there are three main guidelines we can rely on when we are picking lists to test. These three guidelines are recency, frequency and unit-of-sale. A brief explanation follows:

Recency: As we now know, the more recently a person has purchased (by mail) something similar to what we are selling, the more receptive he will be to our offer. **Get 'em while they're hot!** In fact, always check to see if the list you are interested in has "hotline buyers" and see if you can rent those hotline names before anybody else. Hotline buyers are the most recent buyers of all. Sometimes they will be quarterly hotline buyers, sometimes 90-day hotline buyers or even 30-day hotline buyers. These names are extremely good prospects!

Frequency: The more often a person buys a particular type of item, the higher his desire for that type of product or service. It just makes sense. If you are selling a book on **"How to Invest in the Stock Market"** and you can find a list of people (multi-buyers) who have purchased several other books on stock investing, then you know that the people on that list are uncommonly interested in that particular subject.

Unit-of-Sale: Once again, we have a guideline that just plain makes sense. After all, a person who recently paid $100.00 for a bottle of diet pills is probably a hotter prospect for diet type products than a person who has only paid $10.00 for a bottle of diet pills. You know, people don't always put their money where their mouths are, but they do nearly always put there money where their real desires are.

Recency, frequency and unit-of-sale: all good guidelines for evaluating a mail order list. And, in my opinion, of the three guidelines, recency is, by far, the most important of all.

End of kindergarten.

Now, let's get down to it. All you have read so far is just preamble to what I really want to teach you in this month's letter which is the real way to test a mailing list and...

HOW TO MAKE SURE YOU
GET THE SAME RESULTS
WHEN YOU ROLL OUT
THAT YOU GOT WHEN
YOU TESTED!

Listen: I am about to describe a very common scenario. It happens all the time. It starts when someone discovers a likely new list to mail his DM package to and decides to give the new list a test. Let's say the list has 500,000 names.

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O.K., so anyway, our happy little DM guy gives his broker a call and says, "Hey, I just heard about a new list that looks great for my offer. I want you to order a random sample of 5,000 to be selected on a ninth name basis so I can test the list."

No problem. The list broker contacts the list owner, gives him the order and, quick as a flash, our little DM hero has his 5,000 names to test and he does so using his trusty control package.

And guess what? The results are spectacular! Greed glands begin to secrete and a continuation mailing is scheduled.

Now look, our DM guy is no dummy. He knows better than to order all the rest of the 500,000 names without making another test. What he does instead is he orders 50,000 more of the names and he tells his broker to make sure these names are also a random ninth name sample. He also tells his broker to make sure the list owner keeps a record of which names he is mailing so those 50,000 can be deleted if he decides later to mail the entire file.

So far, so good. He gets his 50,000 names, puts his letters in the mail and sits back to wait for the results. And those results, when they come in, are not bad. Not so good maybe as the spectacular results he got from the initial 5,000, but still, quite respectable.

And so, he orders all the rest of the names (445,000 of them) and he spends something like $160,000.00 to mail his DM letters to them.

And wham! It's like a sucker punch to the gut! His results are terrible. His business nose-dives right into the toilet. He calls his list broker and he calls the list owner and he screams bloody murder. "How could this happen?" he says. "You must have cheated me! You gave me one list when I tested and another when I rolled out!"

"Not so," says the owner. "You must have changed something in your mailing. Or maybe the time-factor made the difference. After all, it was 60-days from your first test to your rollout and, as you know, time changes everything."

Whatever. What's important is that our gutsy little DM guy followed what he thought was a good, well-thought out testing procedure and he got crucified! What happened? Did our guy really and truly get an honest-to-God ninth name random sample when he ordered those first 5,000 names?

You bet he did! He got a random sample of...

the most recent, high-ticket, multi-buyers that list owner had to offer!

And what about that 50,000 name continuation. What did our guy get then?

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Quite simple: he got the rest of the best of the names on that list.

And what did he get when he rolled out to the remaining 445,000 names? Well, it was the same list. Only those were the older (less recent) buyers, the ordinary buyers on the list, the people who only made one purchase instead of several, the people who bought the cheaper items the list owner had to offer. It happens every day. Day in and day out. You see, many people in direct marketing make more money renting their list than they do selling their products and therefore they do everything they can to maximize rentals.

You know, in a way, these sleezebags are like drug dealers; they give you the pure stuff first in order to get you hooked and then, when you go back for more, you end up snorting talcum powder.

Forgive me. That was a poor analogy. (It works for today though, doesn't it?)

So anyway, the big question is, "What can we do to make sure this never happens again? Is there any practical way we can protect ourselves?"

Yes there is. Here's all you have to do:

Step 1: If you are testing a new package, go ahead and order a ninth name random sample of 5,000 names just like our DM hero did in the above illustration. Then, mail your mailing and keep track of the results.

Now, if your results are poor, forget the list. Trust me, you have just mailed the best names that list owner has to offer. However, if your results are good (or if you are using an already proven control package), you then go to step 2.

Step 2: You now mail a continuation of 50,000 more pieces but, this time you do not ask for a ninth name random sample. **NO!** This time you choose three or four or five or six states and you tell the list owner you want all of his customers in those states. Incidentally, as you probably already know, there is usually a "state count" on the back of the list card so, what you do is, you look at those state counts and pick a few states that will yield a total number of names that is somewhere near the 50,000 you need for a sensible continuation.

What will happen when you order names this way? Well, most likely, your broker (out of ignorance) and the list owner (out of greed) will warn you about getting skewed results because of a geographic bias.

And, they are right. You will get a geographic bias. But, most likely it will be a "manageable" bias and it won't be:

NOTHING LIKE THE
BIAS YOU GET FROM
DEALING WITH A
DISHONEST LIST OWNER!

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Listen: I know that testing this way doesn't sound as mysterious and complicated as some folks (folks who don't have to meet a payroll) would like it to be. These people can talk merge-purge, regression analysis, demographic overlays, and all the rest of it for as long as they want but, I don't care: If you do it just like I just said, at least you or your client are less likely to get crucified when you first roll out to a new list.

Note: I said "less likely." I didn't say this procedure is bullet-proof. You see, there are some other nifty, little scumbag tricks you better watch out for and I'll tell you about those in a future issue.

O.K., now that that's out of my system, before I sign off, I'm wondering, did any of you figure out why some names (as described in last month's letter) worked so much better than others?

Don't feel bad if you didn't figure it out because I didn't either. I got the solution from my ex-wife Nancy. It happened one day when I was sitting with a mess of result figures from the individual surname mailings when Nancy said,

"Look, dummy, it's easy to figure out.
You're mailing a personalized promotion
that has to do with the history of someone's name
and the rarer their name, the higher the results will be.
In other words the Millers and the Jones won't work too well
but the Mergatroids will respond like crazy."

She was right. But don't worry, I took the credit anyway.

Sincerely,

Gary C. Halbert
In-Print Salesman

P.S. Next month I'm going to reveal 20 ways to make your promotions work better without changing a word of your sales copy!

P.P.S. Thanks for all the nice letters and phone calls I got on last month's issue. Your praise went right to my head and made me even more insufferably pompous, arrogant and conceited than ever!

Seriously though, thanks for the nice feedback. I really appreciate it!

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Saturday, 10:30 a.m.
November 1, 1986

Dear Friend & Subcriber,

I am now about to talk to you on the subject of direct mail like nobody has ever talked to you before.

Listen: Last month I promised you that this month I was going to reveal unto you 20-ways to increase the response of your direct mail without changing a word of your copy.

I am now about to keep that promise.

First of all, my ideas on increasing your direct mail response without changing the verbiage of your sales efforts are based on four main concepts.

#1 Nobody will respond to your mail unless they read your mail.

#2 Nobody will read your mail unless they open your mail.

#3 Nobody will open your mail unless the post office delivers your mail.

#4 The post office will not deliver your mail unless your mail is delivered to the post office.

What's that? You say all this is obvious? You say your mail is already being delivered to the post office and being delivered by the post office and being opened and read by all your prospects? You say you've got all this elementary stuff covered?

Surely you jest.

Let me tell you what in reality is happening to a lot of your mail. First, all the mail you are paying to have printed and assembled is not always being delivered to the post office by your lettershop. Why? The answer is simple. You see, it is much more profitable for your lettershop to assemble only 90% of your mail than it is to assemble 100% of your mail.

Of course, you don't believe this is happening, do you? I mean, after all, your lettershop gets a receipt from the post office for the number of pieces of

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mail it delivers to the loading dock, doesn't it? And that receipt is given to you, isn't it?

And receipts don't lie, do they? Especially ones that are signed by an employee of the almighty U.S. federal government, right?

Be serious. Try and picture this scene in your mind. I want you to imagine a guy named Jose who works on the loading dock of a big city post office. I want you to know a little bit about this guy. I want you to know that he has six kids and a nagging wife, a seven-year-old car that needs a valve job, a drawer full of overdue bills, worries about how he's going to swing Christmas and also, the hots for a little co-worker named "Roundheels" Rhonda.

Now, ole' Rhonda isn't too particular about her gentlemen friends as long as they come equipped with a well-stocked personal pharmacy.

So anyway, our guy Jose has all this on his mind when the truck from Larcenous Lettershop drives up and out pops the owner, Mr. Ferdinand Letscrewem. Ferdy then walks up to Jose (who he's known for years) and starts up a conversation:

Ferdy: "How's it goin, Jose? Getting any action lately?"

Jose: "Not much man. Just the ole' lady. I'd sure like to get next to Roundheels again but you know Rhonda...no blow, no show."

Ferdy: "Oh yeah. Say that reminds me. I got a little something for you. It's Peruvian flake, man. Root canal quality!"

Jose: "Hey man, you're O.K.! You just saved my cojones from early retirement!"

Ferdy: "Glad to do it, man. Hey listen, I gotta get a receipt for this mail. I don't know how it's gonna weigh out but its supposed to be about 100,000 pieces and that's what I need a receipt for, you dig?"

Jose: "No worries, good buddy. Just have your men put the stuff on the cart over there and I'll get the paperwork for you right away."

And so it goes. What happens is ole' Mr. Letscrewem delivers 90,000 pieces of mail to the post office and gets a receipt which he gives to you for 100,000 pieces. And why are the principals is this dreary little drama unafraid of repercussions? Quite simple: You see, both of these guys know that since your

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mail is "junk mail" nobody will be the wiser if all of it is not delivered.

Let's face it, how will you ever know?

So anyway, let us continue our story. You now have 90,000 pieces of mail sitting on a post office dock that eventually (after a long, long time) gets sorted and delivered to the loading docks of other post offices, from which it is supposed to be delivered to all your prospects. And then, after another long, long while, some lazy mental midget finally ends up with your mail in his mail sack and he starts going about his daily rounds. After an hour or so he gets tired. That mail sack is getting heavy. And besides, he's getting sick of looking at all that junk mail. Not only that, his customers hate to receive it. He hears it everyday: "Hey man, why don't you bring me some good news? How about a big lottery check or something instead of all this junk?"

And so, every once in a while, guess what our mental midget decides to do? You're right, every once in a while he decides to throw your mail away!

Much, much, much,
much, more often
than you would ever believe!

And why not? It's junk, isn't it? Nobody's going to miss it, are they? Throwing this stuff away is doing everybody a big favor, right?

And so, about 17% (minimum) of all your mail that is correctly addressed never gets delivered simply because it gets thrown away. And, of course, since you are mailing bulk, your mail also never gets forwarded to those folks who have moved which on any given list at any given time is about 7% of the total.

Let's see now. So far, 10% didn't get delivered to the post office, 24% didn't get delivered by the post office and now (finally) we've got approximately 66,000 pieces of mail (out of the 100,000 that we've paid for) that has actually been delivered.

So what happens next? I'm glad you asked. What happens next is that at least half of your 66,000 pieces of mail that did manage to get delivered gets immediately thrown away.

Here is something I want to burn into your mind. I want you to remember it and remember it well. I also want you to remember that it was me, Sir Gary of Halbert, who first told you that.....

MOST OF THE PEOPLE
IN AMERICA SORT
THROUGH THEIR MAIL
WHILE STANDING OVER
A WASTE BASKET!

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But, of course, as one of my subscribers, you already knew that, didn't you? Whatever. O.K. now, we've 33,000 letters (out of 100,000) that have actually been delivered to the post office, delivered by the post office and opened by our prospects.

Hooray. Hooray.

But wait. We started cheering too soon.

Why? Because now, perhaps another 20% of our remaining mail gets thrown away as soon as it was opened. Darn it anyway. Here we get 33,000 people to open our mail and 6,000 or 7,000 of those folks said "Oh yuk!" when they saw that bewildering collection of brochures, order cards, yes-no stamps and so forth.

But hey, we have gotten about 26,000 folks to at least read our letters. And that's not bad, right?

Actually, it's not. What the hell, if every one of those 26,000 people order, we'll be figuring on getting a 26% response and gosh, that's not bad at all.

But, of course, all 26,000 of those who do read our mail do not order. Some of them who read our letters don't order because they don't believe what they are reading. But don't worry, we can fix that. At least, on a percentage basis, we can fix a lot of it!

And now, we are left with those folks who don't order because they don't want what we're selling and I'll accept that.

Or because they don't want to pay our price and I'll accept that.

Or because they are short of cash and I'll accept that.

But I won't accept, and neither should you, not getting orders because my letters were not delivered, opened or read.

So let's stop sniveling and start curing these problems. Are you ready? Good. Here then, after another atrociously long preamble, are 20-ways to improve your response without changing a word of your copy.

#1 Deliver your mail to the post office yourself.

Want to try a really instructive split-run test? Do this: If you mail say, 100,000 pieces per month, send half of your work to Lettershop A and the other half to Lettershop B. Tell Lettershop A to proceed as usual and deliver your mail to the post office and to make sure they obtain and give to you a mailing receipt. Then, have Lettershop B deliver the mail to you and then you

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deliver the mail to another post office and you get the receipt. Continue doing this every month for a year. Guess what will happen? Lo and behold, you are going to discover that, over the course of a year, Lettershop B dramatically outpulls Lettershop A.

Isn't that curious? Let's press on.

#2 Start using live stamps on your envelopes instead of using a postage meter or a printed indicia.

#3 Start using direct impression addressing (heat transfer, AD MARK, laser, etc.) instead of labels.

#4 Remove your company name from your corner card.

#5 Get rid of all teaser copy on your envelope.

#6 Print the word "RUSH" in red on your envelopes.

Let's pause for the cause here a moment. All of those last five suggestions are designed to make your mail look more like first class mail and, as we all know, first class mail (or mail that looks first class) is more likely to get first class treatment.

From your lettershop.

From your post office.

From your customer.

It's all a matter of respect. Did you know that the post office is about to bar the use of those fake Federal Express type envelopes because those envelopes have been fooling postal employees? True. Those envelopes (even when mailed bulk rate) get a very prompt delivery and sometimes the postman even asks his customers to sign for them. And, did you know that first class mail (or mail that looks first class) even gets more respect (and less trashing) from your lettershop?

Enough about envelopes. Let's talk about your sales letter.

#7 Re-type it and use wider margins and more subheads. Also, make certain things stand out by showcasing them in bold, like I'm doing in this letter.

Do all this to provide "eye relief." To make your sales message more inviting and less formidable when your prospect first sees your letter.

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#8 Throw away your brochure or hide it in a plain white envelope so your prospect doesn't see it as soon as he opens your envelope. Ditto with your order coupons.

You already know why; it's to avoid the "Oh Yuk!" reaction.

#9 Change your 10-day or 30-day or 60-day guarantee to a full 1-year guarantee.

Did you know that the longer the customer has to request a refund the less likely he is to do so? Yea, verily, it is true. You see, if you offer a 10-day guarantee your customers will be very conscious of it and the refund deadline will be in the forefront of their beady little minds.

No good. Give 'em time to forget about getting a refund. Give 'em a year.

By the way, the longer the guarantee period, the higher your response rate will be too.

#13 Put your phone number in the body copy of all of your letters and invite your customers to call you if they have any questions.

This makes your prospects feel like it is safe to order. Like they can "reach out and touch you" if necessary. And, of course, the safer they feel, the more likely they are to order.

By the way, do not use an 800 number for this purpose, use your "real" number.

And, while I'm at it....

#14 Stop using an 800 service and start taking your call-in orders yourself.

Listen: If you do this and you do it right and if you write a little "script" that teaches your employees how to "bump up" call-in orders, your gross will immediately jump 20% and your net by 40% or so.

Plus, it will make your 800 service (if you still use them at all) a little nervous and they will start doing a better job for you.

#15 If your package weighs an ounce or less and your unit of sale is $39.95 or more stop mailing bulk and start mailing first class.

When you do this, you will get a higher response and a much faster rate (isn't cash-flow important to you?) of response. Plus when you mail first class you can start to .....

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#16 KEEP A DAILY LOG OF YOUR NIXIES.

Now wait a minute. How in the world can keeping a daily log of your nixies improve your response rate? I dunno, really. All I know is that when you keep a "nixie log" (and when you make sure your list broker and all list owners know you are doing so) you will, after a while, tend to start getting lists that are cleaner and more responsive. Also, keeping a nixie log will do wonders when it comes to raising your consciousness level and sharpening up your mind. In addition, it will improve your vision by taking some of the stars out of your eyes.

Try it.

#17 Start renting more responsive mailing lists.

Start fighting for hotline names. Start networking (isn't that a dandy buzzword?) with five list brokers instead of just one. In fact, why not contact 10 or 20 or 30 or 40? And while I'm at it, why don't you contact the list owners and ask them if you can pay extra to get the hottest segments of their lists like the multi-buyers, the hotline names, the big ticket buyers and so on?

#18 Always test by mailing first class even if you are going to roll out using bulk!

Time is money. You can read first class results much faster. In fact you'll know how good your mailing is going to be within 12-days of your drop date. And hear this: The sooner you know what's likely to happen, the more able you will be to stop what's likely to happen from happening or, if you prefer, the more likely you will be to make what's likely to happen, happen.

#19 "Double team" everything you do!

Use more than one lettershop. Use more than one list broker. Use more than one printer. Use more than one copywriter. And believe it or not,

#20 Always mail at more than one post office!

Some post offices are "black holes" where advertising mail routinely gets lost.

Spread your business around and let everybody know you are doing so. Keep everybody on their toes. Make sure your mail gets accounted for and is treated with respect from go to woe.

And now, for the most important suggestion of all.

#21 SEND GARY HALBERT YOUR CONTROL PACKAGE AND ASK HIM FOR A FREE CRITIQUE.

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I'm serious. If you subscribe to this newsletter, one of the perks is a free critique of your ads and letters. I'm happy to do this because:

A. It keeps me sharp

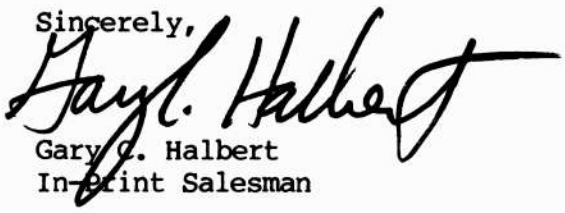
B. It helps me make new friends

C. It sometimes gets me into profitable business relationships and, of course, I like to do it because, let's face it....

I'M A PRINCE

OF A GUY!

Sincerely,



Gary C. Halbert
In-Print Salesman

P.S. Next month's newsletter is going to be special. When you read it you are going to think you died and went to direct-marketing heaven. You are going to learn how (and, I'm <u>not</u> kidding) to use direct response to make bundles of money <u>and</u> improve your sex life at the exact same time.

Stay close to your mail box.

Dear Friend,

I can't believe it!

Here I am, bubbling merrily along, thinking I'm really hot stuff, when, once again, I make a mistake that is so damn stupid I end up kicking myself all day.

Here's the story. This is Saturday, the 1st of November and, not only is today the day I have to mail out my newsletter, it is also the day Paulette and I have to hop on a plane for London and Brussels to take care of some business for some of my international clients. So, knowing all this beforehand, I decided to get my newsletter written early so I wouldn't have to worry about this month's deadline at the same time I had to concern myself with preparations for the trip.

And I did get it done early. I got it all written, all printed, I got the envelopes all addressed and everything was ready to drop in the mail.

Except I screwed up.

What I did is I jumped from suggestion #9 to suggestion #13 and left out #10, #11, and #12. *&%@#*#@&! Oh well, I guess nobody's perfect. Anyway, here with my apologies are the missing suggestions:

#10 **Put a photo of the author of your letters on your letterhead. For some reason this usually increases response. I think it does so because it tends to "personalize" your letter and, also, I think people like to have a mental picture of the person with whom they are dealing.**

#11 **Print your order card on yellow stock instead of whatever other color you are now using. The reason? Simple - yellow and black is the easiest-to-read color combination when it comes to print. This is especially important on order cards since many of them contain relatively small type.**

#12 **Call Bill Royal (804-648-4168) and tell him you are one of my subscribers and ask him to send you samples of the new envelopes he has designed. He's the guy who originally designed those envelopes the post office wants to outlaw and he's come up with some new ones that are real "high impact" beauties. By the way, remind him of those young girls he promised to fix me up with if I got him any new business.**

Let's see now; I guess that's it. Oh hey, you might also try getting a celebrity to sign your letters (ask me how) or maybe using multiple stamps instead of just one, or, if you are going after a really big sale, you might try sending telegrams instead of letters, or how about including a free standing "polaroid" of whatever you're selling? Say, have you tried attaching something like a penny to

the top of your letters and then telephoning your customers a few days later and "referencing" the attachment like this?:

> "Mrs. Jones? Listen. This is Mr. Smith at ABC Widget Company. Did you get the letter I just sent you? You'll remember it if you did; it had a penny attached to the first page. You do remember? Good. Look, the reason I'm calling is because....."

Try this. If you do it right it will multiply your sales by 500%!

Enough. I've got a plane to catch. Don't forget to send me your ads and letters if you want a free critique. And remember this too: I said I was the world's best copywriter and a prince of a guy.....

I never said I was a good proofreader.

Sincerely,

Gary C. Halbert

Gary C. Halbert

(213)273-7033

THE GARY HALBERT LETTER

SUITE 208

8033 SUNSET BLVD.

LOS ANGELES, CA 90046

From:
Los Angeles, California
Monday, 5:30 p.m.
December 1, 1986

Dear Friend & Subscriber,

Today I am going to begin the process of teaching you how to write copy. Not ordinary copy. Not the kind of copy that is written by ad agencies. Not copy that is limp, boring, sodden and dull.

No. Today you are going to begin the process of learning how to write "killer" copy! Copy that drags in not thousands or hundreds of thousands or millions or even tens of millions of dollars; but rather, copy that has the potential of increasing sales for you (or your clients) that can add up to hundreds of millions of dollars!

All in all, I dare say this will be the most interesting and exciting newsletter you will ever read on this subject.

So, let's see if I can live up to that boast. Listen to this: In the last 30-days or so, my travel schedule went something like this:

Los Angeles to Las Vegas
Las Vegas back to Los Angeles
Los Angeles to London
London to Brussels
Brussels back to London
London to New York
New York to St. Louis
St. Louis to Los Angeles
Los Angeles to Las Vegas
Las Vegas back to Los Angeles

In addition to (and in conjunction with) my travel schedule, I've been doing a little work: Currently, I'm in the process of putting together a couple of cable TV shows with Hal Morris and his daughter Debbie, I'm working on an account for a major health book publisher, I've conceptualized and created a brand new numismatic promotion, I'm working with some of the largest financial publishers on the planet, I'm working on a vitamin deal and a book publishing venture with Barbara Cartland (the Guinness Book of Records says she's the most prolific writer in the world) and, if Paulette's arithmetic is correct, something like 32 other major endeavors!

So what? What the hell does my travel and work schedule have to do with teaching you to write dynamite copy? Well, remember how I said I was going to make this the most exciting thing you've every read on the subject? I did not say I was going to "fit it in" did I? No, I said this issue of this newsletter was going to be outstanding, didn't I? I didn't say you're going to have to settle for a "second class lesson" because I'm so busy, did I?

No. What I am saying is that no matter what, I intend to make this newsletter outstanding.

And that's how I feel about everything I write. Every ad. Every direct mail letter. Every TV commercial. Every radio commercial. Everything. And so,

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my friend, if you've been paying attention, you should have already guessed the most important thing you can have when it comes to writing great copy which is....

A "FIGHTER PILOT" ATTITUDE!

Of all things that contribute to copywriting success (and success at any endeavor for that matter), the most important by far is attitude. An attitude that says that you will do (within the bounds of good taste and legality) anything that is necessary to make the work you are doing for yourself or your clients a success. No excuses. No missed deadlines. No half-assed work. No "throwing it together." No nothing except for your very best.

NOT EVER!

So much for ingredient #1. Now let's get into ingredient #2. Recently, I did a direct mail package for Brian Smith whose "Personal Finance" newsletter is the largest circulation hard money newsletter in the world. That package included an 8-page letter which took me five weeks to write to get it to the point where I was satisfied with it. As a matter of fact, I did 23 drafts of the first page alone.

And thus, we have a prime example of ingredient #2 which simply is....

HARD WORK!

Most advertising is written by guys who think they are "creative." I am always amused (somewhat sourly) by copywriters who explain how they get their marketing inspirations while working in splendid isolation somewhere in the woods of New Hampshire or while tramping some lonely beach north of San Francisco or in some other God-forsaken place where there are no "people" around to interfere with the wondrous flow of their creative juices.

Oh gosh, it doesn't seem to work that way with me. I get insights and ideas from going out amongst the market. And what is the market? You know, it seems to me that the "market" is people. Want to know where I learned to sell? And, in fact, where anybody who really knows how to sell also learned how to do it? Most "creatives" would never guess because where I learned was....

IN THE WORLD

Yes boys and girls, I've been a door-to-door salesman, an MP, a prison guard, a prison inmate, owner of several corporations (one employed 700 people), a publisher (of books, newsletters, etc.), a scuba diver, a fool, a fraud, a savior, an idiot, a hero, a parent, a lust-crazed salivating degenerate (I still am); I've worked with movie stars, morons, Machivellian manipulators, saints, sinners and so forth and I say this unto ye:

"Do not ever trust (or hire)
a copywriter who is
not of this earth!"

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Whatever. Let us now, at long last, begin to get specific. I am now about to tell you the true story of how I wrote the most successful ad that was ever written. By reading this amazing little saga, you are going to learn several of those ingenious and essential ingredients that all of your ads must contain if you want them to be truly spectacularly successful!

Now for the story: One upon a time, back in 1978, I met and began dating an exceptional and delightful young lady who lived in Santa Monica. At the time I met her she was one of those women who was so pretty it almost hurt your eyes to look at her face. She had an executive position with a company that produced custom-designed aquariums, a sparkling personality, a neat, sexy little body, a good sense of humor, many useful talents and skills, and, on top of all that, she was even a gourmet cook. Actually, all in all, to tell the truth, she was pretty much everything I ever wanted in a woman.

Or so I thought.

Unfortunately, my little Teresa (not her real name) also had a major problem with her self-esteem and, over the next few years, I noticed she would never let things get "too good." In other words, what she would do is, whenever we got dangerously close to financial or emotional prosperity, she would find some way to trash everything so we could get back to that morbid level of existence where she knew "we belonged."

There's a lot of people like that, both women and men, aren't there?

Whatever. In any case, this was really frustrating and, finally, after putting up with this nonsense for a lengthy period of time, I couldn't hack it anymore and Teresa and I drifted apart and I started dating other women. At first, this was really exciting. However, after a while, it got to be seriously depressing. You see, the women I started dating all looked good on the outside but, after I got to know them, many of them seemed to be mentally deranged, emotionally crippled, delirious with drugs or, perhaps, just plain airheaded.

So I went back to Teresa.

And I tried once again to make it work. I tried hard. No luck. Teresa still couldn't handle prosperity. Her inner miasma magnet was still in excellent working order and, once again, whenever things started getting too good, she would do something that would alter the course of our lives and head us right back in the direction of the nearest emotional swamp.

No good. After a few months, I once again gave up the struggle to make this contorted relationship work and, once again, Teresa and I split up.

But this time it was for keeps. I just couldn't bear the idea of ever getting back together with Teresa and cranking up the same old misery machine. I also couldn't bear the idea of dating another collection of women only to discover they were all losers, lame brains, or drug addicts.

So what did I do? Very simple. I did without.

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Yes, good friends, it is sad but true: For months and months and months poor old pitiful, feeling-sorry-for-himself, semi-handsome Gary never had a date. Not one. I filled my life with work. And watching TV reruns of "My Mother the Car." And going to movies. And taking long walks thinking semi-profound thoughts on the meaning of life. And so on.

And, eventually, after starting work on a manuscript called **"Gary's Guide to Creative Sexual Abstinence"** and, after finding myself slaving over a chapter titled **"14 Fun Things to Do With Rutabega,"** I knew I was losing it. I knew I had to do something to change the direction of my life or else I was going to go crazy.

So guess what? I wrote an ad.

And, it is this ad that I consider to be the most successful ever written. And, also, the best one I could ever choose to use as a "teaching model" to dramatically illustrate some of the in-print selling techniques that I consider critical. And now, my friend, I'm going to ask you to do something. What I'd like is for you to get yourself a cold beer, a cup of coffee, a soft drink or whatever you feel like having and then settle down in a nice comfy bed or chair and open up that ad (it's enclosed with this letter) and then very carefully read every word of it before you continue reading this newsletter.

Please do it now.

O.K., have you finished reading the ad? If not, you have cheated yourself because the rest of this newsletter won't be as clear to you as it could be. On the other hand, if you have read the ad, I want to issue a word of caution. It is this: you were probably amused by that particular ad just as you are, I suspect, sometimes amused by this newsletter. That's fine. However, do not deceive yourself that, just because my writing sometimes has "entertainment value", that, at the same time, that same writing is not serious.

I'm always serious about my work! Serious as cancer. And, the ad you just read was, without question the most "serious" ad I've ever written. Think about it: Other than your health, what in the world could conceivably be more important, than finding the ideal mate with whom to spend your life?

And now, before I go into a somewhat clinical discussion of why that ad was so successful, I want to tell you just how successful that ad was in order that you can more fully appreciate just how important (and rewarding) it can be to get all the elements of an ad just right.

So how successful was that ad? Gosh, I thought you'd never ask!

First, even though it wasn't intended to be a "commercial" ad, it would appear that this "personal" ad may be destined to become a great financial success because, as I told you earlier, (in the "Hot Flash" pink sheet that was included in my newsletter promotion), seven rather interesting things have happened in connection with this ad. Namely:

(1) It has been featured on L.A.'s largest radio station (KABC) five

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times. (2) I have had two offers to write a book about the ad. **(3) I have had two offers to make a movie about the ad.** (4) I have, as a result of this ad, been introduced to and have dated the absolute hottest women in Los Angeles. **(5) And, after tiring of the activities mentioned in item #4, I have, because of this ad, settled down with a wonderful, gorgeous redhead who is the love of my life and, in my opinion, the finest woman on planet earth.** (6) As I write this, I have just been asked if I will agree to a TV interview about the ad here in L.A. on channel 9. **(7) And finally, I am now getting paid to write an ad about the ad!**

Well, it would appear that all that was just the beginning because, since back then, It would now seem that I am about to do my own (at least I'll own part of it) TV show built around that ad!

So, friends and neighbors, if I've got your attention, I now want to disect the elements that made this ad such a great success and which must be present in any ad if it is destined to be a truly spectacular winner. Here are a few comments about some of those elements:

PASSION: Most ads and direct mail letters are written by people who do not appear to be excited about what they are writing. I'll never forget a certain insight I got out of a book called "The Writer's Handbook" that I read many years ago. To wit: "Most writers think their writing is for too dramatic when, in fact, it is not nearly dramatic enough."

As Claude Hopkins pointed out: "People will not be bored in print!"

Therefore, when you write an ad or DM promotion - go for it, damn it! Let your excitement and enthusiasm spill out all over the page. Don't hold back. Put that pen to the page and RAVE! Rave about your product, how great it is, how it will benefit the user, how it feels good, looks good, smells good, works good, how it makes you feel better, look better, how it will make you richer, healthier, thinner, more productive, more charming and so forth.

You know what new clients say to me all the time that is always wrong? It is this: "Yes, but my customers are different. They're not like those people who read the National Enquirer or buy stuff through the mail to look younger or lose weight on make a lot of money."

HOGWASH!

Everybody is like "those" people who read the National Enquirer.

Including you.

Including me.

I don't care if your market is lawyers, MD's, rocket scientists, architects, members of high society or whatever...they will respond to passion. Passion is the #1 most missing ingredient in advertising today. Everybody seems to be more concerned about offending a few losers than they are about selling a

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multitude of winners. Who the hell cares about that small percentage of cowards who have nothing but time on their hands and who write caustic (and unsigned) letters in response to almost every solicitation they receive? I know I don't. But you know what? There are hundreds of companies in direct response who give up millions of dollars in sales every year just so they won't offend a small percentage of scumbags who will never buy from them anyway.

Listen: When you write copy you should never lie, never over exaggerate, never use poor taste, never be vulgar, never insult your reader's intelligence but you should also....

STOP WORRYING SO MUCH
ABOUT OFFENDING PEOPLE
AND START WORRYING MORE
ABOUT SELLING THEM!

You know, there were a lot of fat, ugly, "loser" women who didn't like my ad but, boy oh boy, you should see the ones that did like it. You see, when I wrote that ad,

I DIDN'T WORRY ABOUT OFFENDING THE "DOGS"
INSTEAD, I CONCENTRATED ON SELLING THE "FOXES."

Heh. Heh.

DETAIL: Hardly anybody puts enough detail into their promotions. Remember this: People who are not interested in your product or service don't want to know anything about it but, those who are interested, want to know everything about it. Here is a good way to think about writing an ad: imagine that there are 10 new cars coming out next month and that you have to spend $40,000 to buy one of those cars "sight unseen!" Imagine that you can't even see a picture of the cars! Now tell me, how much detail would you want included in the ads about those cars before you wrote your $40,000 check?

Would you be satisfied with a few vapid generalities like: "It really looks great and it gets good gas mileage too!"?

I bet not. I bet before you shelled out your forty grand you'd want to know that that car got 23.7 MPG in the city on Chevron Unleaded and 31.4 MPG on the highway. I bet you'd want to know the exact horsepower, how many coats of paint it has, how long exactly the warranty is good for, the tread design of the tires and so on.

Listen: This principle is true, no matter what the unit price! When people buy by mail, they are buying sight unseen and they want to know everything you can tell them, even if the article you are selling costs $4 instead of $40,000. So, a good rule to remember is.....

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**WHEN YOU ARE SELLING
BY MAIL THEY WANT TO
KNOW ALL YOU CAN TELL!**

Give it to them.

TRUTH ABOUT FLAWS: All products and services have defects. So do people. All of us are flawed. (Even me). When I wrote my personal ad I didn't say I was 6'4", did I? I didn't say I was "superstud", did I? I revealed a lot of stuff that made it very clear that I am a very imperfect human being, didn't I? Well, you know what? When you admit to (and describe) your shortcomings it makes you more believable when you talk up your good points, doesn't it?

Face it: Your product or service has flaws also.

Admit them.

CLARITY: The hallmark of all good writing is clarity. You do not necessarily achieve clarity by throwing in a lot of details and being specific. Your ads can be very detailed and very specific without being clear. Clarity is achieved by writing in an idiom in which your audience is conditioned to understand. Most writers write as though they would never be able to guess what idiom most of the people in America understand - which is....

EVERYDAY ENGLISH

Listen: the phrase "I'm sick as a dog" may not be very original or very "creative" but it sure as hell is very clear, isn't it?

Pay attention; here is a thought that will surprise you:

**MOST WRITING TODAY DOES
NOT CONTAIN ENOUGH CLICHES!**

Sick as a dog. Fat as a hog. Poor as a churchhouse. Pretty as a picture. Slow as molasses in January. Dumb as an ox. Hot as a firecracker. Crazy as a bed bug. Out of the frying pan and into the fire. And so on.

Like I said, maybe those phrases aren't original; maybe they aren't creative but.....

**THEY SURE AS HELL
ARE CLEAR AS A BELL,
AREN'T THEY?**

Here's an important little trick: always read your copy aloud. By doing so, you will discover those little glitches and bottlenecks that slow down or stop

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the flow of your message.

Want to know an even better way to use that little trick? Once upon a time I used to live in Massillon, Ohio and I hung out in a place called Mike's Bar. Most of the people in Mike's were prospects for the kind of books and products I was selling back then. Stuff like books on how to collect government benefits you have coming and so on. So anyway, what I would do is take my ads down to Mike's Bar and read them to the guys there.

Now listen to this: If the response I got was, "Gee Gary, that sure is a good ad; you write real good!" then I knew I had a loser.

On the other hand, if my audience offered no comments about the ad whatsoever but instead asked....

Gee, I'd like to have that book.
Can you get me a copy?"

Then, of course, I knew I had a winner.

But the worst response of all was, "Would you run that by me one more time? I'm not sure what you're getting at." You see, that meant I hadn't worked hard enough. It meant that my sentences and paragraphs were too long. That I wasn't writing in everyday English, that (usually) I hadn't bothered to read the ad aloud to myself before I read it to them.

Look, people aren't dumb; it's just that they can't be bothered to "demystify" what the hell you are trying to say.

And now for a "cliffhanger." I'm sorry but, at the moment, I'm running out of time, space, energy and what little sanity I have left. Therefore, I'm going to save the most important (by far!) technique of all for next months letter where upon I will devote the entire issue to it.

Don't miss it!

Sincerely,

Gary C. Halbert

Gary Halbert
In-print Salesman

P.S. Say, how do you like this newsletter so far? It's not much like the **Friday Report,** is it? By the way, I'd love to get a letter or phone call from you and hear your comments. Would you be willing to do that for a bribe? How about if I enclose a picture of Paulette who is the best of the best of all those who answered my personal ad? Would that do it? What's that? You say you've got to see the picture first?

What a hardcase you are! O.K., you've got a deal; look inside the sealed envelope.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Thursday, 6:30 A.M.
January 1, 1987

Dear Friend & Subscriber,

Let's hustle our bustles! We've got a brand new year stretching out before us and, if we get moving right now, we can leave everybody else biting the dust!

Say, wait a minute. do you remember how I said in my November letter that, more often than you would ever believe, a lot of postal workers simply throw your mail away without bothering to try to deliver it? I wonder, did you think I was being a little too paranoid?

I wasn't. I was simply stating the ugly truth. That issue of my newsletter was dated November 1, 1987 and 2-1/2 weeks later on November 18th the little article reproduced below appeared in the Los Angeles Times.

Postman Convicted of Destroying Mail

From Reuters

MINNEAPOLIS—A postman who said he was tired of hauling around stacks of junk mail was convicted Monday of trying to destroy 93 bundles of it.

A federal court jury found Stephen Spoerner, 36, guilty on three counts of destroying mail. He could face up to 15 years in jail and a fine of up to $750,000.

He was arrested last year when a nursing home janitor found undelivered stacks of advertisements and solicitations dumped in an incinerator.

Postal inspectors said Spoerner dumped the mail three times and undercover agents caught him in the act the third time.

When he was arrested Spoerner said, "I made a bad judgment error. . . . I only did this on occasions of heavy mail volume."

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I told you so. I told you so. Now let's go on to fresh business. Last month I promised you that this month I was going to reveal to you the most powerful and important technique of all when it comes to writing copy. I am now about to keep that promise. As I explain this technique, you will also learn why I said in my DM pitch for my newsletter that the most important element of good writing is physical and not mental.

To begin, I want to tell you about a concept I consider so important that I believe you should write it down and tape it to your desk or shaving mirror or wherever else you are sure to see it nearly every day. Here is that concept:

More Answers Will Be Found
Through Movement Than
Will Ever Be Found Through
Meditation

Let me "unpack" that thought a little so you'll be able to see how it applies to writing copy. Most copywriters, when they sit down to work, deliberately try to be creative. They try very hard to be clever. They struggle and struggle to "dream up" an ad or direct mail piece that will make people buy.

No good. This is a very dumb way to go about trying to sell goods and services.

Would you like to know what really separates a world class copywriter (or in-print salesman) from his lesser brethren? It's nothing mysterious. In fact, it's really quite simple: You see, when it comes to copywriting or, for that matter, any type of selling, what really separates the pros from the bums is one simple ingredient and....

This ingredient is the willingness
to become intimately involved with your market!

Listen: You can't learn what's going on in the hearts and souls and minds of your customers or prospects by sitting around trying to be clever. No. What you must do, my friend, if you really want to learn how to sell, is you must sally forth and go out amongst them. You need to walk with them, talk with them, eat with them, weep with them, laugh with them and, in general, do whatever you can do to get to know your customers as well as possible. Here are five steps you can take that are guaranteed to make you a far better copywriter (in-print salesman) than anyone who does not take these five steps.

STEP #1: GET A PRINTOUT OF THE NAMES AND ADDRESSES OF YOUR CUSTOMERS AND BEST PROSPECTS AND THEN SIT DOWN AND READ THAT PRINTOUT

Doing this will give you a preliminary "feel" for your market. Look at the names of your customers. Are there more women than men or

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vice versa? Does there seem to be an unusually high percentage of names from a certain ethnic group? Are your customers more likely to be Spanish than Jewish? Or more Jewish than Christian? Do your customers most often use their full names or do they hide behind initials? Look at the addresses. Do your customers tend more to live in urban areas or do they live out in the sticks? Do a lot of the addresses have apartment numbers or do most of them seem to live in individual one-family houses?

Here's a way to make this little exercise even more illuminating: Get a printout of all the customers who live in a geographic area with which you are familiar. This way your "mind's eye" will be able to see those neighborhoods (if any) where your customers tend to cluster. Do a high percentage of them live in high income areas like Bel Aire or Beverly Hills? Or do most of them seem to live in blue collar neighborhoods? Do many of them live in the slums? Say, by the way, remind me sometime to tell you what Martin Baier (of Old American Insurance) found out when he first did a zip code regression analysis of Old American's customers.

Onward.

STEP #2: **LOOK AT THE MAIL YOU RECEIVE FROM YOUR CUSTOMERS**

Note: I didn't say read it; I said look at it. And make sure you look at the envelopes along with the letters. Take a few days and look at all the mail they send you including both orders and "white mail." Do most of them use a typewriter or is most of your mail handwritten? Is the stationery imprinted or embossed or do most of them use plain paper and envelopes or maybe those little return address labels? What can you tell by looking at the handwriting? Does a lot of it look like arthritic chicken scratching painfully scrawled by old people on pensions and social security? Or is most of the handwriting clear, firm and strong? How is the postage put on the envelopes? Is it metered or stamped? Does a lot of your mail come stuffed with those little printed religious tracts that are nearly always mailed out by miserable people with pathetic little wet brains?

Do your orders come in the form of cash, money orders or even stamps instead of checks? And speaking of checks, look at those too. Are most of the checks you receive from married people with joint accounts or are most of them only imprinted with one name?

Listen: At this point, don't bother trying to get too analytical or form any precise conclusions about your customers. Just keep pouring over your mail and keep saying "Hmn?" every once in a while. Your focus, at this point, will still be quite fuzzy but let's face it, a fuzzy focus is certainly better than no focus at all, isn't it?

But since it's not good enough, let's press on.

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STEP #3: **NOW START READING YOUR MAIL AND START TAKING TELEPHONE CALLS FROM YOUR CUSTOMERS**

I mean you should do this! Not your secretary or one of your assistants. Put out the word in your organization that you personally want to take (if possible) every customer call and read every letter that comes in for a period of two to three days. Take calls and read letters from people who want to order. Take calls and read letters from people who have something to bitch about. Take calls and read letters from people who want more information about your company and your products! Take calls from people who want a refund and, when you take those calls, really talk with them. Ask them questions. What made them buy your product? What made them send it back? What would make them like your products better? Is this the first time they called or the second or third or ninth or tenth?

Want to do something really instructive and profitable? Try this: Spend a week taking telephone orders and, after you take the order, play around with trying to upgrade that order. Find out what works. Will they order more if you give a little gift for multiple orders? Or maybe a discount? Will they pay extra to have the item personalized? How does it work if you say "Buy two and I'll send you a third one free!"?

Consider this: If you read last month's issue, you know that my work and travel schedule is a little on the heavy side. However, if you've ever written me or telephoned my office, you know that I respond to my mail promptly and that I almost always am very happy to talk to anybody who calls. I also accept speaking engagements with considerable regularity.

Why do I do this? Well, you tell me: How in the hell else am I going to know what goes on in all those demented marketing minds with whom I am trying to communicate ?

STEP #4: **START MAKING TELEPHONE CALLS TO YOUR CUSTOMERS**

And now, good buddy, we are starting to get down to those activities that really separate the men from the boys. You know, I bet you would never believe how many "marketing consultants" don't have the nerve to actually call someone up and (gulp!) actually ask them to buy something. Do you? Here's a good way to do it: Have your secretary get the names, addresses and telephone numbers of 100 of your best customers.

Next, send every one of those customers a personally typed letter with a dollar bill attached to the top of the first page. Tell your

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customer that you are doing this (attaching the dollar bill) because you have something very important to tell him and you wanted to make sure you caught his attention.

Next, tell him something important!

Tell him about your newest product and all the reasons he should buy it. Or tell him a new reason why he should now buy more of your old products.

And next, about three days after you mail those 100 letters, you sit down and telephone all those people. And, when they answer, you say something like this:

> **"Mr. Jones? Listen: this is Mr. Smith. I'm calling to make sure you got the letter I just mailed to you. Did you get it yet? I sent it three days ago and it had a dollar bill attached to it."**
>
> **"What's that? You did get it? Good! Listen: Did you read it yet? About how we're having our special red tag, two-for-one sale?"**
>
> **"You did read it? Great! Look, have you decided how many of our widgets you're going to order? Which ones do you like best? The red ones or the green ones?"**

And so on.

Hark unto me, my friend: if you will do this (most people won't), you will learn more about how to sell to your customers than 1,000 other "creative" guys who are sitting around mind-stupping themselves in their ivory towers!

STEP #5: **GO OUT TO WHERE YOUR CUSTOMERS LIVE AND KNOCK ON THEIR FRONT DOORS AND ASK IF YOU CAN COME IN AND TALK TO THEM**

Uh oh! This is a scary thought, isn't it? Now we're getting hard-core. I mean, seriously, is a drastic step like this actually necessary?

It's your decision. All I know is that those who have the nerve, the conviction, the enthusiam and the ability to sell to people in person have an enormous advantage when it comes to selling to those same people via ads and letters.

Why? The answer is simple. You see, when it comes to writing great copy, it is not so much a matter of knowing how to write as it is

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of knowing what to write. And the plain truth is that those selling points that will work best in an ad or a letter are the same ones that will work best when you are selling face-to-face.

You know, I have toyed with the idea of someday maybe publishing a list of the ten best copywriters in the industry. If I ever do, that list is going to break the hearts of some of those guys who think they are real pros. The reason is that, most of the time, the very best copywriters (salesmen) do not go by the title "copywriter" at all. Instead, they are much more often the men and women who own their own businesses and have had to learn to write copy themselves because they couldn't find a "pro" who could do the job for them. I'm talking about guys like Ben Suarez, Joe Sugarman and Drew Alan Kaplan.

Whatever. I've just given you five very powerful techniques for learning more about your customers and what turns them on and what turns them off. This list is by no means complete. There's a lot of other stuff you can do. You can send out questionnaires (weak but better than nothing); you can hire someone to do a phone survey (sissy-like but somewhat instructive); you can hire a high-priced ad agency to get some of your customers together in a "focus group" (the agency's real focus will be on getting your business rather than selling your goods); or, if you wish, you can simply go back to trying to "dream up" solutions to your marketing problems.

THREE INSPIRING EXAMPLES

Is getting to know your customers really worth the time and trouble? Listen up. Many years ago, a certain food company (I think it was Pillsbury) came out with an instant cake mix. All you had to do was add milk or water, stir it up a bit, and pop it in the oven. The advertising theme was:

"We do it all for you!"

The campaign was a flop. Can you guess why? Probably not. And, almost certainly not unless you understand what goes on in the minds of women who love to bake cakes. Anyway, in this case, what happened is, that the food company decided to hire a very famous (and deservedly so) marketing psychologist by the name of Ernest Dicher. What happened next is that Dicher discovered (by actually talking with the company's customers) that when a woman bakes a cake it is for her an act of creation; it is like giving birth. Therefore, these cake-baking women were turned off by the idea that the "creative process" of baking a cake would no longer require their involvement.

And so, after Dr. Dichter discovered this little golden nugget of insight, the theme of the campaign was changed to:

"We do it together"

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Bingo! Hundreds of millions of dollars in instant cake mix sales!

Another example: Once upon a time, Sir Gary Halbert lost his social security card (I'd lose my nose if it wasn't stuck to my face). When I went to my local social security office to get a new card, I was appalled. Most of the other people in the office were elderly and they were there because their social security checks were late or missing or because they had questions.

I'm telling you, those people were treated like dirt! They were given numbers like supplicants in a bread line, made to come back day after day and, in general, treated like troublemakers instead of like tax payers. A few days later I was visiting someone who worked for the Akron Beacon Journal and I was telling him about my experience when he told me something very interesting. He said they used to publish, as a public service, the Social Security form that is called **"REQUEST FOR STATEMENT OF EARNINGS."** He then informed me that they no longer published that form because too many people filled it out and sent it back to the paper for forwarding to Social Security headquarters. In fact, as I recall, he told me that even when they buried the form at the bottom of page 74 that they got replies from 17% of their circulation!

Which of course caused Gary "The Prince of Print" to sit up and take notice and to promptly write an ad headlined:

HOW TO COLLECT
FROM SOCIAL SECURITY
AT ANY AGE

The ad had a double coupon. The left half of the coupon was a reproduction of the **REQUEST FOR STATEMENT OF EARNINGS** which we offered to send to the Social Security headquarters for the customer. The right side of the coupon was an order form for our book (same title as the headline) which would tell him how to maximize all those benefits he had already paid for.

Did it work? Lordy! Lordy! That ad pulled an average of 35 orders per thousand circulation from almost every newspaper in which it ran. Best of all, that ad made me, Sir Gary "The Ace of Space" $800,000.00 in net, net profit.

And ripoffs of that ad are still running today.

What's that? You say, $800,000.00 is peanuts to you? O.K., Mr. Smartypants, I'll give you a "big money" example. As you may or may not know, my first successful mail order product was a "Family Name Research Report." This item was a simple 8-1/2 x 11 parchment-like sheet of paper that told you the meaning and origin of your surname and had a line drawing of the family crest that was recorded with that name.

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I tried and tried and tried to sell those reports. I wrote letter after letter after letter. Failure. Failure. Failure.

Then I had an idea. I put a bunch of the "Miller Reports" into my briefcase. Then I got out the phone book for Canton, Ohio and I looked up the address of everybody named Miller. Then I went out and knocked on their doors and showed them the reports and got their reactions to this product.

So what happened after this little "field trip"? I'm glad you asked. What happened is I came back and sat down and wrote the most widely mailed (140 million) sales letter in history. And that letter, based in part on the insights gained from my field trip, created more than 7,300,000 customers and built a business that eventually employed some 700 people and did perhaps $140,000,000.00 in business!

So there.

Sincerely,

Gary C. Halbert

Gary Halbert
In-Print Salesman
The "Ace of Space"
The "Price of Print" and all-around Bon Vivant

P.S. You know what? I'm getting a little tired of teaching everybody how to do it right so next month under the subject of:

DOES YOUR HIGH-PRICED AD AGENCY
DO ANY OF THESE 10 STUPID THINGS?

....I am going to teach you how to do it wrong!

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Monday, 5:15 A.M.
February 2, 1987

Dear Friend & Subscriber,

Let's talk about dumb.

Once upon a time, there was a young, hot-shot advertising guy whose string of successes had made him a legend in his own mind. He had created several spectacular direct mail and space campaigns and, full of himself and his own self importance, he truly believed he could do no wrong. In fact....

His touch was so deft
His vision so pure
He could make no mistakes
Of this he was sure

Whatever. In any case, it eventually came to pass that our cocky, young turk took it upon himself to create a direct response campaign for a product he had never sold before. That product was a diet book. His client, completely bedazzled by this ego-driven little monster, gave him total carte blanche to create the campaign. And so, the first thing our hero did was create a full page long copy newspaper ad that positively crackled with energy and brilliance.

The second thing he did was create a radio commercial to "advertise his advertising" and he scheduled quite a number of these radio spots to be run just prior to the appearance of the newspaper ad.

The third thing he did, because he was so in love with his work, is he insisted on recording the commercial himself. Here's how it went:

ATTENTION ALL FAT PEOPLE! DOES YOUR GARBAGE MAN DELIVER INSTEAD OF COLLECT AND THEN YELL "CHOW TIME!"?

WHENEVER YOU GET ON AN ELEVATOR, NO MATTER WHAT BUTTON YOU PUSH, DOES IT ALWAYS GO DOWN?

WHENEVER YOU GO SHOPPING FOR GROCERIES, DO YOUR NEIGHBORS LAUGH BEHIND YOUR BACK AND SAY, "THAT LITTLE PIGGY WENT TO MARKET AGAIN?"

LISTEN: FAT AIN'T WHERE IT'S AT. LEARN HOW TO GET RID OF IT. READ

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THE AKRON BEACON JOURNAL. READ IT TOMORROW. LOOK FOR THE PAGE WITH THE BIG HEADLINE THAT SAYS:

THE WORLD WOULD BE A BETTER PLACE WITHOUT FAT PEOPLE: HERE'S HOW YOU CAN HELP GET RID OF THEM.

THAT'S TOMORROW IN THE BEACON JOURNAL. LOOK FOR IT!

B'YE PORKY.

That radio spot ran over and over just before the appearance of the newspaper ad. It was the talk of the town. After hearing that brilliant commercial, the good people of Akron, Ohio could hardly wait for the appearance of that wondrous ad.

And appear it did. The very next day. In all its glory. A full newspaper page of long, tightly written copy that told how fat people were sucking up more than their fair share of the resources of the earth. How they needed more food to feed them; more clothes to clothe them; more fuel to transport them; more medical attention; and so on. The ad also told how fat people could cure themselves of the condition of being fat by simply sending for the diet book that was mentioned (briefly) in the ad.

What a spectacular campaign! A full page ad backed by all those fantastic radio spots. Cleverness! Humor! Creativity!" And, a new approach that had never before been used!

And only three lousy orders!

Yes, friends and neighbors, after all that hype and all that expense, this truly unique and spectacular campaign pulled in a grand total of three whole orders. Rather sad, isn't it? At least for the client who, on this test campaign, lost many, many, many thousands of dollars. You know, the marketing moron who created this financial fiasco did, eventually, learn a great deal about the diet market and how to sell diet books and products. Unfortunately, however, he did so at his client's expense.

Do you think that's fair? Do you think that a client should have to pay for an advertising guy's marketing education?

I don't either. Not unless the client and the marketing guy are (as is the case in the above example) one and the same person. Yes, boys and girls, the marketing moron who created that monstrosity of a campaign was none other than yours truly, Sir Gary of Halbert, The Prince of Print, The Ace of Space and all round Bon Vivant.

Who is also sometimes known as Gary Stupid: The In-print Idiot.

All of which I hope will serve to take a bit of the sting out of some of the blistering criticism that follows. Enough babble. Let's get to the meat of this lettter. As I said last month, this month I am going to address the subject of:

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DOES YOUR HIGH-PRICED AD AGENCY DO ANY OF THESE 10 STUPID THINGS?

Stupid Thing #1: **BLAZING A NEW TRAIL WHEN THE ROAD IS ALREADY PAVED**

Re-inventing the wheel is dumb. Not doing your homework is unforgivable. Finding out what has worked in the past or, better yet, what's working now is the first step that is usually not taken by an ad agency when it takes on a new account.

That's irresponsible. The first thing I do (now) when I agree to create a new direct mail campaign for a new client is review everything he has mailed before and get result figures for each of those mailings. The second thing I do is get copies of everything his competitors have been mailing and see what sales arguments and marketing themes are being repeated over and over. I am not indifferent to this information. I am no longer so sure that all my new ideas (like making fun of my prospects) will be more compelling than the tried and true sales arguments that have been working for a long time.

No. What I am much more likely to do, these days, is to concentrate on how to more effectively dramatize those in-print sales appeals that have already been proven to strike the most responsive chords. For example, let's say someone already has a marginally successful direct mail campaign for a product that is made in Japan. In that case, what I might do is get a bunch of 1-year Japanese coins (you can get hundreds of them for a dollar) and attach one of those lightweight, little aluminum eye catchers to the top of each of my sales letters and write something like this:

Dear Friend,

As you can see, I have attached a little Japanese 1-yen coin to the top of this letter. Why have I done this? Actually, there are two reasons.

#1. I have something very important to tell you and I needed something to help me catch your attention.

#2. And secondly, since what I have to tell you concerns money and was discovered in Japan, I thought some little Japanese "financial eyecatcher" would be appropriate.

Here's what it's all about: etc., etc., etc.

And the etceteras, of course, are where I get into those tried and proven sales arguments, now that I've got my prospect's attention!

Want to know a neat little trick that will make you look good? Of course you do. Look: Suppose you are assigned the task of writing a "killer" newspaper ad for a local furniture store. O.K. What you do is go to a big city newsstand and buy a few dozen out-of-state newspapers. Then you look through them and clip out all the furniture ads. And then, maybe in a Philadelphia paper, you'll find a great way to dramatize a furniture sale that can be replicated in some manner for

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your client in Chicago.

And he'll think you're a "creative genius"!

Stupid Thing #2: **WRITING SLOGANS INSTEAD OF LONG COPY**

"Don't smoke. It's a matter of life and breath!" What a waste! I hate to think about how much money has been wasted on that bit of drivel. Smoking is an addiction. It's stronger (really) than heroin. Do you honestly believe that any nicotine addicts whatsoever have ever given up their habit because they heard that little jingle on the radio. Don't be ridiculous. If you really want to have even a chance at "selling" someone on the idea of giving up tobacco, you'd better use all the big guns you have. All the statistics, all the health hazards, all the benefits (improved appearance, etc.) you will enjoy when you quit and so on.

And so it is with whatever it is you are trying to sell. Listen:

It can never be too long
It can only be too boring.

And don't bother telling me how Abe Lincoln, when asked how long a man's legs should be, replied, "Long enough to reach the ground." It's an entertaining bit of folklore but hardly a premise upon which to build a marketing campaign.

The more you tell, the more you sell -
The more you tell, the more you sell -
The more you tell, the more you sell -

Stupid Thing #3: **BEING REMISS INSTEAD OF BEING REDUNDANT**

I'm sure you've noticed that I have a tendency to repeat myself. I make no apologies. Many readers of this newsletter (including me) do not need so much to be taught something new, as they need to be reminded of what they already know.

Remember this: You will tire of your successful DM campaigns long before your market does. It is folly to change a successful campaign in midstream if that campaign is still working. Yet, believe it or not, it happens everyday. "We need something new. Something more creative. A fresh approach."

Oh yeah, who says so? Do the numbers say so? If not, don't you dare change a winner. If you've got a winner, I want you to keep using it over and over and over until the numbers say you need a fresh approach.

Consider this: If you've got a gorgeous, sexy spouse, I bet you've been romancing that same person over and over for a long time now, haven't you? Don't you think that's a bit much? Aren't you getting a little tired of the same old whispered endearments? And aren't you getting a little tired of saying (redundantly) the same old things (like, "I love you") over and over?

Well, you'd better not stop because, if you do, your honey just might start

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looking around to see what the competition has to offer.

And we wouldn't want that, would we?

Stupid Thing #4:

BEING REMISS INSTEAD OF BEING REDUNDANT

You know what? I have something else to say on this subject and I almost let it go. Can you believe that? I nearly made the same mistake I just finished describing! Which leads me to an interesting point. You know why I really write this newsletter? It's for me! You see, I've gotten sick and tired of forgetting to use what I already know and thereby, quite often, cheating myself out of big bundles of money. And so, because I've now got a monthly deadline to give you my pearls of wisdom, I don't forget (so often) how to string a necklace for myself.

So, here's what else I have to say on this subject: Another way to be remiss instead of being redundant is to not tell your full story in every ad or direct mail piece. Don't ever believe that people (because of your redundant advertising) are so familiar with the benefits of what you are selling that they only need to be reminded of your existence.

That's hardly ever true. Give your complete pitch every time you pay to get an audience!

Stupid Thing #5:

NOT MAKING ENOUGH CHEAP MISTAKES AFTER YOU'VE GOT A WINNER

The last few paragraphs may have led you to believe that I believe that "If it ain't broke, don't fix it!" I do believe that. However, I also believe there's certainly nothing wrong with making a good thing better. And the way you do that is by testing. Now look, most of you already know about all the tests you should make that make sense. You already know you should test price. And headlines. And offers. And media. And lists. And so on.

But did you also know that, every once in a while, you should deliberately make "dumb" tests? Tests that don't seem to make any sense at all? Here's an example. Hardly anyone ever runs full page direct response ads in small town newspapers because the CPM is way too high. In fact, some of those papers cost as much as $90 and more per thousand circulation and there's just no way to make your nut with numbers like that.

Or so I thought. Until I tested and found out that one of my full page diet ads would pull as much as 20 or 30 times ad cost in those little sweethearts!

Zowie! You know, it took a while but I finally figured out why those little papers were pulling so well. You see, because of their high CPM's, hardly anyone ever runs direct response ads in those papers and, consequently, when a high-tech, slam bam, DR ad does appear, it is reaching a virgin market. In fact, the appearance of one of those ads in those small papers is so rare that it is actually an event.

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Sort of like taking a Broadway play to Podunk.

So, after you've got a winner, every once in a while test something that "doesn't make sense." Like a ridiculously high price. Or a ridiculously low one. Or a list from "left field." Or a triple your money back guarantee. Or letters that appear to be written by hand. Or letters with $5 bills attached to them that ask for a telephone call whether the reader is going to order or not. Or reply envelopes with live stamps instead of a permit number (this one might really surprise you). Or a totally different appeal instead of the one that makes sense.

You know, once a young girl said, "Gee, why didn't you tell me that smoking makes your skin look awful? I would've quit a long time ago!" Isn't that something? This young lady's appearance was, to her, much more important than the threat of lung cancer.

And that little fact, which is also true of tens of millions of other smokers, is totally unknown to the surgeon general.

Stupid Thing #6: **UNDERESTIMATING HUMAN GREED**

Lurking deep within us all is a ravenous monster and that beast has an appetite that cannot be sated.

Guess what? Immediately after I wrote that last sentence, Marshall Sutton, a friend of mine, (he's a list broker), walked into my office with a mailing from **Newsweek** to which he was responding. You know why? It's because it offered him a savings of $83.25 off the $104.00 cover price. He said he didn't particularly want the magazine but the savings were just too real and too great to pass up.

Hmn? I wonder if that other guy I know who dates 10 women a month would be interested in one more? Could it be that that self made man who already has 10 million dollars would be interested in more money? Do you honestly believe that all those rich women in Beverly Hills would undecorously scratch and scramble to get in on a department store's annual half-price sale? Or that that customer who already subscribes to six girlie magazines would buy yet another? On that that movie star with seven cars would even consider buying one more?

Listen: People are greedy, greedy, greedy.

Offer outrageous bargains. Offer convenience beyond belief. Provide unheard of service. Give away free TV's to everybody who buys your Cadillacs. Give rebates.

In short, when all else fails, offer bribe!

Stupid Thing #7: **OVERESTIMATING HUMAN INTELLIGENCE**

Anything that can be misunderstood will be misunderstood. Explain things in baby talk. Even when you are writing to college professors or nuclear physicists. Infer nothing. Explain everything. Lead people by the hand as though they were children. Use short words. Short paragraphs. Simple English.

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You know, it is my conceit that I can beat any direct mail control ever written. In fact, in head-to-head, split-run tests, the least I have been able to improve any control over the last 14-months has been by a margin of 72%.

Except one.

Can you believe it? I, Sir Gary of Halbert, actually lost to an existing control. Well, I did and I don't like it! And so, refusing to allow this smudge on my self-image to continue to exist, I have contacted my client and asked him many, many questions. And, you know what I found out? He told me that 20% of his orders are in cash and another 30% are money orders. Do you know what that means? Quite simply, it means that at least 50% of the people to whom I was writing were not even sophisticated enough to have a checking account!

So much for my $19.95 price and a few other changes I made based on the assumption that my audience was literate. Stay tuned. I'm a poor loser and, not only that, if I put my mind to it, I think I can get down to almost anyone's level.

Anyway, we'll see.

Stupid Thing #8:

GUESSING WHAT THEY WANT INSTEAD OF ASKING THEM

As I said in my comments under Stupid Thing #1, the first thing you should do, when trying to create a new promotion, is to see if (and how) that particular marketing problem has been solved before. But what if it hasn't? What if what you are trying to sell is some product or service that is new, that has never been sold before? Well, I'll tell you, you know what a dumb guy who works for a dumb ad agency will do? Very simple: he'll start guessing!

Guessing what appeals to use. Guessing which groups of people will most likely buy the product. Guessing what the best price will be. Guessing what features to play up; which ones to play down.

Dumb. Dumb. Dumb. When you are spending tens and sometimes hundreds of thousands of dollars of your client's money, it is irresponsible to try and "dream up" what the market will respond to. Instead, what you should really do, is go out and talk to people. Show them the new product or describe the new service. Ask people what they think. Would they buy it? At what price? What do they especially like about it? What do they especially dislike? What would make it more appealing to them?

And then, my friend, if you are a responsible person, you will build your campaign around, their answers instead of your guesses!

Stupid Thing #9:

FAILING TO REMEMBER THAT PEOPLE ARE SKEPTICAL

The #1 reason for marketing failure is that people simply don't want what you are selling at all. The #2 reason is that people don't want it as much as they want the money they would have to give up for it. But, once you've overcome

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those first two reasons, then, the biggest joker left in the pack is that they don't believe you!

They don't believe the product will do what you say. They don't believe you will make good on your guarantee. They don't believe you will even send the product to them. They don't believe you are honest or, that you will be around next year. Or, in a nut shell, they just don't believe you are sincere.

Here's how to overcome these concerns. First, never use a post office box, always use a street address. Always include your office telephone number in every ad or direct mail piece. Invite people to drop in and visit with you. Tell them details about where you are located like "We're right across the street from the Burbank Public Library and right next door to City Hall." Tell people to call if they have questions and tell them who (by name) to ask for when they call. Consider allowing them to postdate their checks for 30-days. Give references. Include testimonials. Tell them the exact hours you are open. Etcetera.

GIVE THEM DETAILS, DETAILS, DETAILS!

Stupid Thing #10: **BEING TOO PROUD TO ASK FOR HELP**

Jay Abraham has one of the finest marketing minds on the planet yet, when he isn't sure what to do, he asks me. And guess what I do when I get stuck? Very simple. I ask him! Or somebody else. Or a whole bunch of somebody elses.

Look: In spite of all the things the marketing community does wrong, it still has some of the finest minds to be found anywhere. And the very best marketing minds never trust their fortunes to the poverty of their own individual imaginations and intelligence. No. Believe me, at the top, there may be competition, but it is a friendly sort of competition. The very top creative people are almost always givers. They give freely of their ideas, their opinions, their experiences and so on.

So don't try and do it all yourself. Don't let false pride stop you from reaching out for help. If nothing else, pick up the phone and call me at **(213) 273-7053.** If I can't help you, maybe I'll know someone who can.

In any case, I almost always welcome a good excuse for avoiding the process of pulling out those damn legal pads and starting to write.

Sincerely,

Gary C. Halbert
AKA (sometimes)
"The In-Print Idiot"

P.S. Did you read that front page article in DM News in the January 1, 1987 issue? About how that guy from Connecticut got caught falsifying postal 3602 forms? I wonder if he knows a guy named Pedro?

P.P.S. Hey listen: Are you getting tired of working for a living? Fear not. Next month I'm going to teach you how to steal.

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046
(213) 273-7053

From:
Los Angeles, California
Monday, 3:15 p.m.
March 2, 1987

Dear Friend and Subscriber:

Hark unto me. As promised, this month I'm going to teach you how to steal!

There's lots of theft going on in direct marketing, isn't there? Here is how (sort of) some of it got started. Once upon a time, there lived a man in Direct Marketing Land whose name was Cletus Fleetfeet. Clete was a bright boy. He had written a book on how to beat the horses and, after being rejected by several publishers, he decided to market the book himself by direct mail. He wrote a compelling sales letter and he put together a very effective, high-pulling DM package. He was able to mail this package with outstanding results to several lists.

Then, he had a stroke of real luck! He found a list of people who had already bought several other books on horseracing and were eager to buy more. This list was owned by a man named Ned Notsoswift and, although it took a lot of wining and dining, Clete finally convinced Ned to let him rent his list.

And so he did. With unreal results. He was selling his horseracing book for $59.95 plus $3.00 for postage and handling (total $62.95) and, when he mailed Ned's list, he got a 14% cash-with-order response!

He was in heaven. He decided to keep mailing Ned's list over and over with other offers on how to win at gambling. Pretty soon he had six different offers and he was developing new ones at the rate of one or two per month.

Clete was mailing like crazy. And making money hand over

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fist. And driving a big Caddy with a sunroof and mudflaps. And learning to eat caviar (which he hated) and to drink Dom Perignon (which he loved) and how to impress dumb little girls with small minds and big chests.

However, in spite of all this, Clete was in pain. Real pain. Big pain.

What was the source of his pain, you ask? It's quite simple: The source of Clete's pain was that $200.00 per thousand list rental he had to pay Ned Notsoswift every time he rented Ned's list. Clete hated that. It didn't matter to Clete that he was making a fortune mailing to Ned's list. No. What mattered to Clete was that he was now having to pay Ned upwards of $30,000 per month in rental fees.

And who the hell was Ned to deserve that kind of money? Hell, all Ned had to do, every time Clete wanted to use the list, was make a phone call and tell his letter shop to run off more labels. Thirty thousand a month for making a few phone calls? Unfair! Unjust! Outrageous!

And so, Clete decided to steal Ned's list.

And so he did. And he mailed it over and over and made lots of money. And poor old Ned, even though he was very suspicious, could never prove a thing so he took to drinking and shooting up with chicken fat until his arteries got all clogged and he died of a heart attack.

So much for Ned.

Clete, however, kept rolling right along. He continued to mail Ned's list and found several others that worked nearly as well. He would've also stolen these lists except, by this time, Clete had developed a rep. Nobody really trusted him. Therefore, when Clete came to these more savvy list owners, they said:

> **"Clete, we want to rent our lists to you because, like you, we are greedy for money. However, since we are somewhat paranoid, we have invented a procedure that hereinafter shall be known as <u>salting the list.</u>"**

And, of course, they went on to explain to Clete how that

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worked. How they would "salt" their lists with "dummy" names and how, if those names received more than one solicitation from Clete, they would know he had stolen the list.

Clete was chagrined. By this time, he was making a fortune but other people around him like printers, letter shops (and especially list owners) were making a little too and Clete didn't like that. Not one bit! So Clete started thinking and scheming, and eventually he figured out a new way to steal large portions of valuable mailing lists, even though those lists were liberally salted with decoy or "dummy" names. Here's how he did it. First, he contacted a computer expert and he told the guy that he wanted him to invent the "merge/purge".

"What's a merge/purge?" asked the expert?

"That's what you're going to invent," said Clete. "You see, many mailing lists that are made up of buyers of similar products have a lot of overlap. In other words, many of the names are on more than one list. So what I'm gonna do is, I'm gonna tell all the owners of the gambling lists that I rent that it's unfair for me to pay six times for a name that appears on six different lists and then mail that same guy six different and identical promotions. And therefore I'm gonna tell them they should let me merge all the files and then purge out the dupes so I don't have to mail a name more than once. I'm also gonna tell those owners I should pay them a reduced rental rate and pay them on what I'm gonna call a "net name" basis."

"Sounds good to me," said the expert.

Well, after a while, it sounded good to the owners also and they agreed to Clete's scheme.

Which, in fact, really was a good idea if used for legitimate purposes.

But of course, we all know that sweet Ol' Clete had a bit of difficulty staying on the straight and narrow and, as I'm sure you've already figured out, an "invisible" benefit of the merge/-purge process had already occurred to Clete. That benefit, of

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course, was that the process would enable him to steal a lot of names, in fact, the very best names, with no worries about getting caught.

You see, as Clete realized, a merge/purge kicks out only multi-buyers; those hot customers who have bought more than one gambling system, or diet book, or whatever. And, of course, a name that appears on more than one list cannot be a "decoy" name, can it?

It worked like this: Clete would get in a dozen or so mag tapes of lists he was going to use. He'd put them through a merge/purge process and kick out all the dupes. Then, he'd pay a reduced "net-name" rental to all the list owners plus he'd save a lot on mailing costs since he would only be mailing one solicitation to each multi-buyer.

But the big benefit, the one that really made Clete happy, was when he made a separate tape that contained all the dupes (which were the multi-buyers) which he then considered as his own private property that he could mail to whenever he wanted, without paying any sort of rental fee.

Pretty neat, huh?

But wait. Clete wasn't finished yet. No sir. Not by a long shot. You see, after Clete mailed all his promotions to his hot new list, he decided to make even more money by <u>renting</u> that list to other mailers. That's right, what he did was, he made up a phony list card describing how the people on the list had responded to a certain non-existent offer, and he sent that card around to all the list brokers in the U.S. Now, some of these brokers were a bit suspicious since they'd never heard of the offer that was supposed to have built the list. However, no big deal. You see, that list <u>really was</u> hot. After all, it contained <u>only</u> multi-buyers and, therefore, it worked like crazy for a lot of mailers.

Clete's larcenous little heart just loved this kind of action. I mean, just imagine. In some cases he was renting names back to the same people from whom he'd stolen them!

But there was more to come. Clete decided to become the very best list thief in history. He purchased a controlling interest in the service bureau that was doing all his computer work and then, using a couple of his friends as a front, he set himself up in the list management and list brokerage business.

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Here's how Clete works today: Every time any kind of list tape passes through his service bureau for any reason whatsoever, that mag tape gets duped. All those duped tapes are then run off against each other on a structured, orderly basis and then, whenever there is a match, in other words, when a certain name and address appears on more than one list, that name becomes Clete's property.

And what does Ol' Clete do with these names? It's very simple. Whenever he has a proprietary promotion that will work to these names, he mails it. And, when he doesn't, he'll create a mag tape out of some of them, create a phony list card to describe the names and then he rents them to the industry.

And wow, did Clete ever get sophisticated at this kind of stuff!

Check this out: In Washington D.C. there is a government agency called the Federal Election Commission. It is the job of this agency (FEC) to keep politicians honest (hyuk, hyuk) and elections clean; to minimize the control exerted by lobbyists, fat cats, and political action committees. It is mandated by federal law that all elected federal officials must give the FEC the name and the address of everyone who has contributed money to help get them elected. The amount donated must also be negotiated.

This list is a matter of public record. Everybody has access to it. However, it is illegal to use this list for fund raising or any kind of solicitation to get money to help get some politician elected. This list is heavily seeded.

<u>But oh so valuable.</u>

So what is a guy like Clete to do? A guy who realizes the enormous potential of such a file and who is well connected to certain shrewd political hopefuls who know full well the power of direct marketing and the value of such a sweet list. How about this? How about running this file against a really <u>huge</u> file of compiled names like those maintained by Donnelly, Polk or Metromedia, and looking for telematches?

And then, whenever you get a "hit" (match) you can mail that name with impunity, because, if push comes to shove, you can always say you got that name from the phone book.

Hmn? Has Ol' Clete got any other tricks up his sleeve? You

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bet! How about "tagging"? Let's say I've got a big list of 10 million names and let's say you rent me your list of 100,000 names which is made up of buyers of porno tapes. What I do, in addition to making that mailing you said I could, is also pass your little file against my big file and everytime there is a match, (a "hit"), I tag the name on my file with that little bit of extra info that "tags" my guy as a lover of porno.

Does Clete know any other tricks? What? Are you kidding? Clete has a bushel of them and he comes up with new ones almost daily! I've hardly scratched the surface and I don't pretend to know them all. In fact, to tell the truth, I bet I don't know even 10% of Clete's tricks!

And he seems to be in the process of living happily ever after.

Who is Clete? Actually, he's a composite. There are any number (more than you would ever guess) of Clete's throughout our industry. Truly. There really are many service bureaus that automatically dupe and retain a copy of every file they receive. Do you know what that means? Do you fully understand the ramifications of what I've been trying to tell you here?

Listen. If you are actively engaged in direct marketing, your customer list is by far the most valuable asset your company will ever have. You know, I realize I could have told "Clete's story" in fewer words. However, I decided it was worth the risk of being criticized for being garrulous in order to drive home my point which is.....

MAILING LISTS ARE ROUTINELY BEING STOLEN EVERYDAY!

Don't let it happen to you. Your customer list is the life blood of your company. Here are the ABC's of how to protect it:

#A. "Salt" your list with a lot of decoy names. I know. I know. This advice is old hat. But the key words here are "a lot". Believe it or not, under today's conditions, if you have a customer list of 100,000 names, your list should contain no fewer than fifty decoy names. That's right. One out of every 2,000 names you send out for rental should be a decoy. Not only that, you should be systematically adding new decoy names at least once every month.

Here's an easy way to do this. Let's say your middle name

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is Clifford. O.K. then what you do is you ask permission of your friends and associates to use their last names and their addresses as part of your decoy system. Let's say you have a friend named Baker. Well, what you do is you make an arrangement with him to give you every piece of mail that arrives at his home or place of business that is addressed to "Clifford Baker". Do this with lots of people (as long as their first name isn't Clifford) and then have your service bureau make all those Cliffords (Clifford Baker, Clifford Halbert, Clifford Adams, etc.) part of your customer file.

And then, watch all that mail that goes to all those Cliffords "like a hawk."

By the way, you may also want to contact the U.S. Monitor Service (914-634-1331) and ask them about their mail decoy service. In addition, it may be worthwhile to check your phone book under "mailing receiving services" for the names of companies that rent private mail boxes.

#B. The next thing you should do, after you've liberally salted your own customer file, is you should salt the files of all your competitors. It's easy. You do this by using a decoy name and becoming one of their customers. Now obviously, you can't always know when you get a mailing from one of your competitor's competitors if the second guy did or did not in fact rent the list. However, if your decoy name starts getting battered by mailings from one particular company, you might want to phone whomever owns the list you have decoyed and tell him you are getting a lot of mail from "Clete's Handicapping Service" and see if he has been renting his list all that much to Clete.

By the way, if you are actively engaged in direct marketing, you should make some sort of mail order purchase every month from every one of your competitors PLUS you should be one of the customers on every file you rent with any regularity whatsoever. You know, it never ceases to amaze me how few people do this. It's the cheapest market research you can buy. Just think: For a couple of hundred dollars a month, even a huge multi-million dollar company can know just about everything their competitors are doing!

#C. Become known as a "junkyard dog" when it comes to protecting your list. Let people know your list is liberally salted. Let people know you will actively pursue

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anybody you even suspect of pilfering your list. Every-time you send out a mag tape, also send a letter that says in effect **"DONT YOU DARE COPY THIS LIST. DON'T EVEN DREAM OF STEALING THESE NAMES!"** Then tell them who your attorney is (mine is Sid Vicious) and tell them how he gets paid a bonus for biting off the kneecaps of list thieves. And so on.

By the way, get yourself a copy of the list rental agreement you have to sign if you want to rent the Wall Street Journal or Barron's subscriber list. Now there's the way a rental agreement should look.

I'm sure you get the idea.

You know, I'm fearful this issue of my newsletter was not as interesting as some of the others. This time, I think some of the points may have been too obvious and old hat for many of you. I'm sorry if that's the case. However, if this elementary info helps save even one subscriber from falling victim to Ol' Clete, then maybe it was worthwhile.

And anyway, maybe I'll make it up to you next month by writing about something complicated.

Sincerely,

Gary C. Halbert

Gary C. Halbert
"The Sunset Scribe"

P.S. Would you like to hire me to help you improve your DM packages? If so you should call me right away, because, for a very brief period of time, I can now "be had" by my subscribers on a very favorable basis. Ask me why.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Wednesday, 4:30 P.M.
April 1, 1987

Dear Friend & Subscriber:

Every once in a while, someone comes to me and says something like this: "Gary, I've got to learn how to write copy. I've never done it before and I've got just 30-days to learn how to create a world class promotion. Can you help me? Can you make me into a world class copywriter in just 30-days? Can you, huh? Can you? Huh? Huh?"

Strangely enough, the answer is yes. Sort of. At least, I can give a "qualified yes" answer to such a question. Actually, I may not be able to make someone "world class" in just 30-days, but I can almost certainly make such a person better than anyone he or she is likely to be able to hire.

Providing, of course, that the person in question has at least a modicum of talent and, much more importantly, the ability to follow directions and an appetite for very hard work.

Here's how I'd do it: If you were my student, the first thing I'd ask you to do is give yourself a basic education in valid advertising principles. To begin with, I'd want you to read everything listed below:

"Scientific Advertising"
- by Claude Hopkins

"The Robert Collier Letter Book"
- by Robert Collier

"Tested Advertising Methods"
- by John Caples

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"How To Write A Good Advertisement"
- by Vic Schwab

"The Gary Halbert Letter" (all back issues)
- by Gary Halbert

"The Boron Letters"
- by Gary Halbert

"The Lazy Man's Way to Riches"
- by Joe Karbo

"Break-Through Advertising"
- by Eugene M. Schwartz

"7-Steps To Freedom"
- by Ben Suarez

O.K., after you had read all of the above, I would further instruct you to read nothing else and not to take notes. You know, getting a good education in any field is tricky and, in advertising, it borders on impossible. You see, most books written about advertising are not just bad; they are downright dangerous! Many years ago, Claude Hopkins (the greatest ad man who ever lived) was asked to critique and offer suggestions on how to improve some college textbooks on advertising. His suggestion?

"BURN THEM!"

Truly. Claude further went on to say that the "educators" involved had no right to impose such erroneous BS on a group of naive students; that it would take years of front-line experience to "deprogram" the students and free them up from all that garbage.

So listen: Not only is it important what you do learn; it is equally important what you do not learn. So, step one is to read only the material I have listed.

Now, about this business of not taking notes: Don't worry. We're not finished with those books, newsletters, and Boron Letters after just one reading. No Sir. Not by a long shot. Those books and those letters should become your lifetime companions.

However, for now, I want you to just rip right through them, non-stop.

O.K., now that you've read all that material, what's next?

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This: I want you to get a copy of the following ads and direct mail letters:

"Do You Make These Mistakes In English?"

"What Everybody Should Know About This Stock And Bond Business"

"The Nancy L. Halbert Heraldry Letter"

"How to Burn Off Body Fat, Hour-By-Hour"

"At 60 Miles An Hour The Loudest Noise In This Rolls Royce Is The Ticking of The Electric Clock"

"Why Men Crack"

"How to Collect From Social Security At Any Age"

"The Admiral Byrd Transpolar Expedition Letter"

"The Lazy Man's Way to Riches"

And, in general, anything you can get your hands on that was written by Gary Bencivenga, Dan Rosenthal, Joe E. Kennedy, Pat Garrard, Steve Brown, Drew Kaplan, Claude Hopkins, Joe Karbo, Ben Suarez, Joe Sugarman, Gene Schwartz and, of course, yours truly.

Onward. Now that you've obtained copies of these ads and letters, I want you to sit down and copy them out word-for-word in your own handwriting. Next, I want you to create a hand-drawn layout of each ad and direct mail package. Listen: The goal here is to get you to create a professional package (completely "comped up") that is all ready to go first to a typist and then to a typesetter.

Now, after you've done all this, I want you to actually take one of these packages to a typist and then to a typesetter and have the ad or direct mail package typeset. Then proof the ad and, after making any necessary corrections, have a velox (stat) made of it.

Alright. What you have just completed is all the necessary "end steps" of writing out the final draft of an ad, laying it out and getting it typeset and stated and totally (and perfectly) "camera-ready" so it can be given to a "no-brainer" publication or printer.

Do this. Do it. Do it. Don't be simple-minded. Don't come to me and say, "O.K., Gary, I've got the idea. I know what

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you're getting at. It really wasn't necessary for me to do all that mechanical stuff as long as I understand what you're driving at, right Gary?"

Sorry, Buckwheat; it doesn't work that way. If you really want to know it, you've really got to do it.

There are no shortcuts.

You know, I'm sick to death of people who can't be bothered with the little nitty-gritty details of "hands on" experience. Of people who believe that somehow they can know a thing without experiencing it. Listen: It is possible to be "conversant" with something and really not have any kind of "gut understanding" of it at all. I'm sorry, but no matter what your Mommy and Daddy told you, men can never really understand the pain of childbirth, priests cannot comprehend the joys of sex, "normies" can never understand alcoholics, and not one speck of true advertising wisdom has ever been written by a Phd.

By the way, did you ever see all those ads by copywriters in DM News and the Reporter of Direct Marketing? The ones where they mention all their awards?

Know this: Not one of the legends mentioned so far in this letter care one iota about awards. No, my friend, if you would ever hear Ben Suarez, Sugarman or any of the rest of us talking about our achievements, we won't be talking about awards, we'll be talking about numbers!

Forgive me, I digress. Let us press on. So far, we've only done the "end steps" of creating an ad. In actuality, there's a hell of a lot more involved before we ever get to that point. It's time to go back to work. It's time to prepare your "tool kit." First, I now want you to go back and reread all those advertising books and back issues of my newsletters (including the Boron Letters) and, this time, take notes. Write down every good idea, every important insight and every nugget of wisdom that is contained in all that material. What this means, my friend, is that by the time you are finished, you should have hundreds of notes.

Put these notes aside. Next, go back over all that material and write out every headline you find therein. Also, get a bunch of back issues of The National Enquirer and Cosmopolitan Magazine and copy all the headlines you will find that seem to be repeated over and over. Especially copy a lot of the "cover blurbs" from Cosmo; they are superb. Another good source of headlines is "2001 Headlines" which was compiled by Jay Abraham.

Let us review. Here's what you should have done so far:

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1. **You should have read all the books and newsletters I have recommended.**

2. **You should have copied out all the ads and direct mail letters I have listed.**

3. **You should've had at least one of those promotions comped up and typeset.**

4. **You should've reread all the books and newsletters and taken hundreds of notes.**

5. **You should've read all those "headline sources" and copied down mucho headlines.**

Enough review. Next, take all your notes and headlines and put each individual note and each individual headline on a white 3 x 5 index card. And finally, take all those cards and put them in shoe boxes and then go take some time off. At least time off from this stuff. Go play golf for a few days or go back to your normal work routine or take a short vacation or whatever.

All rested?

Guess what? We are now ready, after all this "prep", to begin writing that first ad or direct mail letter. And so, let us begin. The first thing I want you to do is read and reread every ad or direct mail package that has already been written about what you are trying to sell. Take notes. Secondly, read and take notes on every ad or direct mail piece you can find that has been written for a competing or similar product or service.

Next, carefully examine the product or service and find out everything you can about it. If it's a book, read it. If it's a product, examine it. If it's a service, use it and ask questions.

Take notes on all this.

Put those notes on 3 x 5 index cards (one note per card) and put all those notes in a shoe box.

Go do something else for a few days. And listen: If you have a good idea during that time, don't verbalize it, don't write it down, don't tell anybody and try not to think about it. The idea here is to let everything ferment and boil and bubble up inside of you.

Back to work. We are now about to write the first draft of

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our ad. Go isolate yourself in a library or an office somewhere. Take all your shoe boxes with you. First, take out the 3 x 5 cards on the product or service you're going to write about. Shuffle through those cards. Read them. Say, "hm?" every once in a while.

Now start shuffling through all your other 3 x 5 cards. Think about how all those good ideas and insights could be applied to your current project. Look at all of those hundreds of proven headlines. Think about how all those headlines could be modified to work for your current project. Maybe you could change "Do You Make These Mistakes In English?" to "Do You Say Any Of These Dumb Things Every Time You Call Your Stockbroker?" or maybe "Tova Borgnine Swears Under Oath That Her New Perfume Does Not Contain An Illegal Sexual Stimulant" could be transmuted to:

**"LOCAL JEWELER SWEARS UNDER OATH
THAT NONE OF THOSE DIAMONDS HE SELLS SO CHEAPLY
HAVE BEEN STOLEN!"**

Get the idea? Of course you do. Keep shuffling those cards. Keep reading them. Jot down ideas as they occur to you. Actually shuffle the index cards like they were playing cards. Write out a couple "dumb" headline ideas. Write out some headlines that make more sense. Write a few that start with "How To...." Some that start with "17 Ways To"...." Some more that start "Do You....?" Others that say "The Art of...." And some that begin "An Amazing...." And some that say "A Little Secret that...."

And so on. Write. Write. Write. Write. Write. Write. Write.

And guess what? Out of all this, if you really have done everything I have suggested, exactly as I have instructed - out will pop a "central selling idea" so powerful, so fresh and so compelling that you will know it is exactly right for the ad or direct mail package you are struggling to create.

I promise. It happens every time.

And when it does, write it down. If you are writing a direct mail letter, work that central selling idea into your first sentence. If you are writing any ad, use that CSI in the headline.

Now listen up. This is important. What will happen at this point is that your "mental floodgates" will be wide open. Ideas will come gushing out like water from a broken fire hydrant. Capture those ideas. Forget form. Forget grammar.

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Write. Write. Write. Write. As fast as you can. Hurry! Hurry! Hurry! Hurry!

Don't stop for anything. Go! Go! Go! Go! Go! Go!

Write. Write. Write. Write. Page after page. Tell everything. Every detail. Every nuance. Every benefit. Every product feature. Every advantage.

Get it <u>all</u>. Get it <u>all</u>. Get it <u>all</u>.

Write. Write. Write. Write.

Rave! Rave! Rave! Rave! Crow! Describe! Enthuse! Give details. Don't worry about getting it perfect. Don't worry about spelling. Don't worry about formulas. Just keep writing. Go fast. Get it all. Write! Write! Write! Write!

And when you are done, set all this work aside and go do something else for a day or so. Let it cool.

And when you are ready to go back to work, I want you to go back to your first draft and now rework it in the following sequence:

1. **Say something that gets attention.**

2. **Tell them <u>why</u> they should be interested. (Expand on CSI)**

3. **Tell them why they should believe what you are saying is true.**

4. **<u>Prove</u> it is true.**

5. **Itemize and describe all benefits.**

6. **Tell them <u>how</u> to order.**

7. **Tell them to order <u>now.</u>**

O.K., after you have rearranged all your material so it conforms to the above sequence, you should now check your spelling, correct your grammar, edit and, in general, tighten up your copy.

Next, read your copy <u>aloud</u>. When you do this, you will discover all those little snags where your copy isn't smooth, where it doesn't flow well, where the transition from one sentence to another or from one paragraph to another or simply from one thought to another is less than seamless.

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Now edit again. Make it tight. Use short sentences. Short paragraphs. Everyday English. Use some one word sentences. Use some one sentence paragraphs. Use subheads that make your copy look interesting and...

Easy To Read!

You could do more. A lot more. This is not, by a long shot, all you need to know to write "world class" copy. But, believe it or not, if you just do (I mean actually do it) everything I've described here, you'll be better than 99% of all those frauds who brag about their Golden Mailbox and Echo Awards.

And, isn't it wonderful how easy it is? Heck, I bet you thought it was going to be work.

Sincerely,

Gary C. Halbert

Gary C. Halbert
The Ravin' Maven
of Marketing

P.S. You want to know what a truly world-class, no-excuse, no-BS copywriter ought to be able to do? It's this: He ought to be able to write an ad that tells how good he is. Hell, if he can't sell himself, how can you expect him to sell your goods or services.

Pray check out the enclosure.

Ad Creators Collect Prizes Ad Nauseam, Almost Ad Infinitum

* * *

Some Entries Are Really Bad, Including Some Winners; Judges Are Hard to Find

By JOANNE LIPMAN
Staff Reporter of THE WALL STREET JOURNAL

Hollywood has its Oscars. Television has its Emmys. Broadway has its Tonys. And advertising has its Clios.

And its Andys, Addys, Effies and Obies. And 117 other assorted awards.

And those are just the big ones.

It seems that the ad business just can't honor itself too much. At scores of black-tie galas around the country, participants in sequins and silk await breathlessly, white-knuckled, praying to be tapped for the best beauty-aids ad or the funniest packaged-goods radio commercial.

There are contests for TV ads and radio ads, for newspaper classifieds and billboards. There are so many awards—about 500 by one count—that Adweek, a trade publication, has started a monthly magazine called "Winners" just to talk about them. Competitions have multiplied so much that sometimes there aren't enough judges to go around.

'Never Too Bad to Win'

"If you want to win awards, there's a show for you. You're never too bad to win," says Tom McElligott, the creative director of Minneapolis-based Fallon McElligott, one of the winningest ad agencies. (The press loves awards, too, but that's another story.)

No ad is too small or obscure to be nominated for an award from within or without the industry. Consider:

—The Aqua awards for the best waterbed advertising.

—The Batchy awards for the finest state lottery campaign.

—The Golden Spike for the best non-railroad ad that uses a railroad motif.

—The PAW (Pets Are Wonderful) awards for non-pet-product ads that illustrate "responsible pet ownership." (One recent reject: the light-bulb commercial in which the light blows out and a woman accidentally vacuums up her cat.)

yea verily! you can read the rest of this article in the 3/26/87 edition of the Wall Street Journal.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Friday, 2:15 P.M.
May 1, 1987

Dear Friend & Subscriber,

Before I get cranked up on this month's main subject, I want to discuss a few items of interest. First of all, when I sent a copy of my seminar ad with last month's newsletter, I did so because I wanted to illustrate how a copywriter ought to be able to write an ad to promote his services.

Well, as it turns out, a number of subscribers were a little miffed at me because they wanted to go to the seminar and I didn't give them enough warning. I'm sorry about that; I guess I just wasn't thinking. However, this month (on the 23rd) I'm giving another seminar and this time it's at the Century Plaza Hotel in Los Angeles. I'd love to see you there. If you are interested, you can read my new ad (enclosed) which is appearing in the Los Angeles Times.

But, if you want to register, please don't delay. The room only seats 130 and it's going to fill up in a flash.

Next, I want to talk a moment about how you can profit (maybe) from cable TV at no risk whatsoever. I'm doing a lot of cable work now (two shows on the air, two in the can, and one more scheduled for shooting) and I'm looking for new ideas. Many of you, I suspect, have direct mail or space promotions that could be easily adapted to TV. If so, I'd like to talk to YOU. Do your marketing efforts have what Sir Gary calls the **"Three S's"** needed for cable success?"

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"S" #1: A Star: someone who is an authority on what you are selling.

"S" #2: A Story: something we can talk about in a TV interview.

"S" #3: A Solution: This is the most important "S" of all. Does your product or service solve a problem such as poverty, hemorrhoids, obesity, boredom, hunger or the need to be rich and famous?

Are you marketing something that has all these elements? If so, give me a call because I might be able to line you up with a cable show with NO investment on your part.

That'd be nice, wouldn't it?

Thirdly, do any of you happen to know how someone with a new mail order business can get a merchant account for MasterCard, Visa and American Express? If you do know, I'd really appreciate it if you would share that info with me.

Fourthly and finally, I have never, in all my years of writing, received such an enthusiastic response as I have from those of you who've read the **BORON LETTERS.**

Thank you very much.

So, now that I've got all that out of the way, let's get cooking. This month's issue is going to be special. Here is why. More than 60 years ago, a man named E. Haldeman-Julius conducted the most fascinating and large-scale market research program I've ever heard about. Are you familiar with Haldeman-Julius? He's the guy who published the world famous **Little Blue Books.**

What's that? You've never heard of the **Little Blue Books**? What are you anyway, just a young kid? You say you're wondering what a publishing venture you've never even heard about can teach you about marketing?

Plenty. The story of the **Little Blue Books** offers up a treasure trove of marketing insights that is pure

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gold. Here are the details: Once upon a time, way back in the 1920's, the **Little Blue Books** were born. They were, all in all, a collection of some 2,000 titles. All the books had a blue cover and measured 3-1/2 by 5 inches. Most often they contained 64 pages, although sometimes they went up to 128 pages. The content of the **Little Blue Books** was wide and varied. They covered everything from Shakespeare to the **Debate on Birth Control.** Many of them were self-help books of the "How To" genre. They were sold in large ads that appeared in many of the major newspapers and other publications such as **Colliers** and the **Saturday Evening Post.** They sold for a nickel (5 cents) and you had to buy at least 20 of them with every order.

Now listen: Do you remember when **Playboy** magazine first hit the newsstands? Remember the technique of how to buy it? Remember how you'd go to a newsstand and grab copies of **Life** and **Look** and maybe the **National Geographic** and a couple of others and then you'd pick up a **Playboy** and hide it in the middle of all those others when you went up to the cash register?

You do remember all that? Geez, time sure passes, doesn't it? Well, since a person had to buy 20 **Little Blue Books** at a time, that meant he could anonymously sandwich in an order for what he really wanted to read or learn about with all that stuff society was telling him he was supposed to be interested in.

To say that the **Little Blue Books** sold well would be somewhat of an understatement. How many of them were sold? I'm glad you asked because the answer is.....

MORE THAN 100 MILLION!

And listen to this: After Haldeman-Julius had sold over 100 million of these little books, then he wrote a book titled **The First Hundred Million** to tell about what he had learned from this publishing venture. His statistics are amazing. They reveal exactly what interested the American public in the 1920's and in exactly what relative proportions. And you know what? Those statistics are dead on target today!

What subject was the American public most willing

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to pay to read about in the 1920's? The same one they're most willing to pay to read about today.

Sex.

Indeed, **The First Hundred Million** is a book that contains a precise and valid statistical measurement of America's inner most needs and greeds. So why didn't I mention it in last month's newsletter when I listed the greatest marketing books of all time? Simply because I didn't have a copy of it and I wasn't sure one was obtainable. Those others that are out-of-print are hard to find but, with a little effort, they are at least gettable. So anyway, what happens is a good friend and long-time client of mine, Brian Smith and his trusty helper Amy, found a copy of Haldeman-Julius' book and Xeroxed it for me!

THANK YOU! THANK YOU! THANK YOU!

And now, without further ado, I am simply going to extract for you some data from this wonderful book. Haldeman-Julius sold 20,700,000 **Little Blue Books** in 1927. Many of them were about sex. Let's see what we can learn from his annual sales figures for that year. Hmn? A book titled **The Art of Kissing** sold 60,500 copies, yet one titled **The Art of Courtship** sold only 17,500 copies. **What Married Women Should Know** (a euphemistic title that Haldeman-Julius really wanted to call **Sex Facts for Married Women**) sold 112,000 copies while **What Married Men Should Know** sold 97,500 copies. **Women's Sexual Life** sold 97,500 copies, **Man's Sexual Life** sold 78,500 copies and **Homosexual Life** sold 54,500 copies. **Confidential Chats With Wives** sold 52,000 copies, while **Confidential Chats With Husbands** sold only 29,500 copies.

Hmn? I guess a woman's sexual revelations have much more commercial appeal than a man's, don't they?

Hah! Here's something. It seems that **Modern Aspects of Birth Control** appealed to 73,000 readers, while **Debate on Birth Control** appealed only to 27,000.

I guess they didn't want to hear all the arguments, they just wanted to know how to do it.

Ah, but let's go for what they <u>really</u> wanted to

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read. Check out this figure: **Prostitution in the Modern World** - 129,500 copies!

As opposed to **The Evolution of Marriage** which sold only 20,000 copies.

Here's a strange one. **Love Letters of a Portuguese Nun** sold 46,000 copies, while **How to Write Love Letters** sold only 23,000 copies.

And **Facts About Venereal Disease** sold 41,500 copies as opposed to the more specific **Facts About Syphilis** which sold only 36,000.

O.K., that's enough sex for this month. Let's move on to the area of self-education. Just look at this difference: **How to Improve Your Conversation** sold 77,000 copies yet **The Romance of Words** only 10,500. Hmn? **Hints in Public Speaking** sold 46,500 copies, **How to Write Advertising** 20,000 copies, **How to Write Book Reviews** only 8,000 copies. **How to Psycho-Analyze Yourself** sold 43,000 while another titled **How I Psycho-Analyzed Myself** only 13,500. More numbers: **How to Fight Nervous Troubles** 39,000, **Facts About Will Power** 38,500, **Your Memory and How to Improve It** 37,000 copies, **Your Talent and How to Develop It** 35,500, **Psychology of Leadership** 32,000, **How to Think Logically** 30,500, **Psychology of Character Building** 29,000, **The Conquest of Fear** 27,500 and **Psychology of Laughter** 14,000.

Here's an illuminating statistic: **How to Break Bad Habits** sold 29,000 copies as opposed to **How to Form Good Habits** which sold only 20,000.

And another: **Care of Skin and Hair** sold 52,000, yet **How to Take Care of Your Mouth and Teeth** only 8,000.

What foreign languages do Americans want to learn most? Here they are in rank order:

Spanish Self-Taught	**47,000**
French Self-Taught	**46,500**
German Self-Taught	**27,500**
Italian Self-Taught	**21,500**

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Esperanto Self-Taught	**17,000**
Latin Self-Taught	**10,500**

What do we like to eat? Or, more precisely, what do we like to cook? **How to Make All Kinds of Candy** sold 45,000 copies, **How to Make Pies and Pastries** 29,000, **How to Cook Fish and Meats** 21,500 and, dead last, was **French Cooking for Amateurs** at 9,500.

The demand for info on proper manners always astonishes me. Back in 1927, the **Little Blue Book** titled **Hints on Etiquette** sold 72,000 copies! Less surprising, at least to me, is that **Party Games for Grown-Ups** sold 46,500.

What ethnic groups do we like to make fun of? Here in rank order are the stats:

Best Jewish Jokes	**43,000**
Best Negro Jokes	**37,500**
Best Irish Jokes	**37,000**
Best Scotch Jokes	**34,500**
Best American Jokes	**16,000**

and, dead last,

Best Yankee Jokes with sales of 16,000 copies.

What of the professions? These figures tell a story:

Best Jokes About Doctors	**25,000**
About Preachers	**23,000**
About Lawyers	**21,000**

Listen: I'm not going to give you the figures on poetry and the classics because my space is limited here and I doubt those marketing stats will have much practical value to many of you. The same is true of books of proverbs, fiction, plays, the classics, etc.

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What is super instructive, however, is the chapter called **THE HOSPITAL** which is subtitled How Little Blue Books Are Given New Zest by New Titles!

Consider: When **Gautier's Fleece of Gold** was changed to **The Quest for a Blonde Mistress**, sales jumped from 6,000 to 50,000! When the title of Oscar Wilde's **Pen, Pencil and Poison** was changed to **The Story of a Notorious Criminal**, sales more than tripled! The book **Patent Medicine** did poorly. Yet, when changed to **The Truth About Patent Medicine**, sales more then tripled! Arthur Schopenhauer's **Art of Controversy** didn't do squat until retitled as **How to Argue Logically** when, thereupon, it enjoyed sales of 30,000 per year.

You already know what happened when Thomas De Quincey's **Essay on Conversation** was changed to **How to Improve Your Conversation** - but do you know why?

Of course you do. And I bet you can also guess where Sir Gary of Halbert, the Ace of Space, Prince of Print, and all round bon vivant got many of his "killer" headline ideas!

Here's a suggestion only the most dedicated (driven) among you will take to heart. Go read a copy of **THE FIRST HUNDRED MILLION**! You can find it in the Library of Congress and, I think, the Metropolitan Library in Manhattan. It contains much more value than I can extract for you here in these eight pages. Nothing like it has ever been written. It is where I learned my magic words. The ones that make my copy sizzle and my headlines impossible to ignore. Magic words like these:

How To

The Art Of

A Little Secret That

The Truth About

The Facts About

The History Of

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The Story Of

The Key To

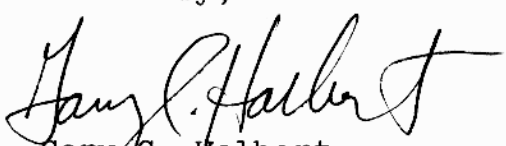
and many, many more.

I love this book! It contains actual costs and result figures from the **N.Y. Times Book Review, N.Y. Daily News, Life, Chicago Tribune, The Saturday Review** and others with dates run, size of ads and everything.

Wouldn't it be fun to get the 9/26/23 issue of **Life** and see Haldeman-Julius' full page ad which cost $650 and pulled in $1215.23? Hot damn! I think I know where I can get it!

I'm gone.

Sincerely,



Gary C. Halbert
AKA "He who once again
forgot to submit material
for the Golden Mailbox Awards"

P.S. I would be more than happy to give a full lifetime subscription to the **Gary Halbert Letter** to anyone who can get for me (or even tell me where to buy) my very own copy of **THE FIRST HUNDRED MILLION**!

P.P.S I'm always interested in numbers from headline tests, price tests, etc. If you have any test results you'd be willing to share with my other subscribers, please give me a call. Thanks.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Friday, 4:05 P.M.
June 5, 1987

Dear Friend & Subscriber:

Let's talk about sex.

A few years ago I was browsing in a Studio City bookstore when the devil made me pick up a girlie magazine called High Society. The devil then further directed my attention to the middle of the magazine whereupon he forced me to examine the centerfold of the month in minute detail.

Thank God for the devil.

Anyway, there she was, all spread out in her nude, nubile glory, beckoning me to feast my eyes on every square inch of her lush, wanton, young body. But that's not all she was beckoning me to do. No, Sir! She was also beckoning me to call her at a special 976 number so I could hear her passionately profess how much she wanted my body.

And so I did.

And so did a few other people. In fact, if my info is correct, some of those centerfold ladies receive...

500,000 CALLS PER DAY!

Whooee! That's a lot of heavy breathing, ain't it? But, so what? What ramifications, if any, does all this have to do with <u>our</u> marketing efforts?

Plenty. Just wait. Now listen, do you know how this business of 976 numbers works? It's sort of like

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this: What you do is you go to Ma Bell and tell her you want to have some 976 numbers. Then you arrange to buy or lease some phone answering equipment. All this will cost you a few thou. O.K., after you've got all this in place, what you do is you run ads or mail letters or somehow entice people to call your 976 number to hear a recorded message.

The cash flow goes something like this: First, the customer (he who does the dialing) must pay his normal phone charges. What this means is that if your 976 number is located in the 212 area code and he is calling from area code 213, then he must pay a long distance toll charge. However, if he is calling from the same area code, there is, of course, no long distance charge.

Furthermore, he must also pay a fee (usually about $2.00) for the privilege of listening to the info on the 976 recorded message.

And what happens to this $2.00 fee? Aha, I thought you'd never ask. Hear this: The fee is collected by Ma Bell (it is added to the caller's phone bill) and Ma keeps about $.50 of it and sends the rest (about $1.50) to you!

Getting interesting, isn't it?

Let us press on. Remember that centerfold girl who invited me to call her so she could tell me how hot she was for my bod? Do you want to know what she told me after her recorded message got me all hot and bothered? Well, listen to this! What she told me at the end of her recording is that, if I wanted to talk to her live and, if I had a credit card, I could call another number and I would have the hottest conversation of my life!

Oh yeah! Oh yeah! Oh yeah!

Hold on, all ye who would think ill of me. I'm not getting excited about all that heavy breathing; I'm getting excited about those numbers!

Let's see now, if some of those centerfold girls get 500,000 calls per day, that's, uh, about $750,000.00 to he who owns the 976 numbers. And I wonder how many of those people with credit cards get excited enough to call and talk to a live girl? What

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do you think? 20%? 10%? 5%? Naw. That seems too high to me. Let's base our numbers on a 1% "conversion".

So, 1% of 500,000 is 5,000. Right? And what does it cost a credit card holder to listen to a real live girl talk dirty? Well, according to my informants, it's about $35.00 for 15 minutes. And how much is $35.00 times 5,000 callers? Check it out. It seems to me it's another....

$175,000.00!

By now, I bet you want to know more about this 976 business, don't you? But you're probably just like me. In other words, even though you'd like to know how to apply all this to your own efforts, you don't want to call one of those "dial-a-porn" numbers by mistake, now do you? And so, as a public service, I, Sir Gary of Halbert, am hereby providing a list of numbers in the 213 area code you must avoid dialing at all cost. Therefore, no matter what, I implore you....

DO NOT CALL THESE NUMBERS!

Live Sex Talk	976-1133	Live Oral Excitement	976-6400
Gabrielle's Candy Store	976-5477	Hi Baby	976-5683
Sex Soap Opera	976-4277	Pick Your Pleasure (1-6)	976-8800
Live Domination/S&M	976-9447	Let Me Please You	976-0200
Love Line	976-9944	Adult Fantasy	976-8887

OR THESE EITHER!

Love Story Serial	976-6622	Adult Fantasies	976-5511
Love Story Serial #2	976-GLOW	Fantasies Come True	976-7399
A Beautiful Lady	976-7729	The Ultimate Male Fantasy	976-8665
Adult Connection	976-1122	Leave Your Own Sex Ad	976-LUVV
Live Fantasy	976-5551	Adult Film Stars Live	976-9111

AND ESPECIALLY NOT <u>THESE</u>!

Adult Bulletin Board	976-6600	Real Live Phone Sex	976-6644
The Beach Girls	976-0404	Self-Explanatory	976-SLUT
Talk with Young Actors	976-4323	Gay Talk Line	976-BARS
Live Phone Sex	976-DOIT	Talk with Young Hunks	976-7742

Remember....YOU HAVE BEEN WARNED!

Whew! I'm glad <u>that's</u> out of the way! Anyway, now

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that we know what not to do, how can we cash in on this 976 business for our own, more respectable business endeavors?

Hmn? How about this? How about if we are selling real estate in the L.A. area and we run a little ad in the Los Angeles Times that says....

HOW TO BUY L. A. REAL ESTATE AT DIRT-CHEAP PRICES! Call (213) 976-0000 for amazing recorded message. $2.00 plus toll, if any.

Then, when the caller calls, we give him some accurate and valid tips on how to buy L.A. real estate and, at the end of the recording, we give him our regular office number to call if he wants more info.

Did you like that one? I thought you would. By the way, (213) 976-HOME is a number that is safe to call in the L.A. area. You'll get a recorded message that will give you up-to-date info on L.A. area properties that have recently gone into foreclosure.

What else? Let's see. How about this? How about if Sir Gary, the Ravin' Maven of Marketing, runs an ad in the business section of various publications that says something like this....

HOW TO PROMOTE YOUR BUSINESS FOR LESS THAN $1,000.00! Exciting recorded message by world's best copywriter reveals amazing secret! It's only $2 + toll, if any. Call (213) 9 7 6 - G A R Y.

Whad'ya think? Will that one fly? Maybe I could change the message every week and many folks would call week after week and some of them would become profitable clients or associates.

Hey! Come to think of it, maybe we could mail out the same copy on a postcard to lists of our best prospects!

Want more? I knew you did. Remember how I told you in an earlier letter that all of us are greedy, greedy, greedy?

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Don't forget that. That concept can lead you down many profitable paths. Like this one: Suppose you are a car dealer and you run an ad like this:

R E D H O T C A R S
AT DIRT-CHEAP PRICES!
Incredible recorded
message reveals how to
get amazing bargains.
Call (213) 976-C A R S.
$2 plus toll, if any.

Or you're a cosmetic surgeon and you run one like this:

NEW PLASTIC SURGERY TECHNIQUE
CAN MAKE YOU LOOK YEARS YOUNGER!
Amazing recorded message gives
e x c i t i n g d e t a i l s.
Only $2.00 plus toll, if any.
Call 976-FACE.

Or you sell stocks and you run an ad like this:

HOW TO PICK LOW-PRICED STOCKS
THAT ARE LIKELY TO DOUBLE
IN THE N E X T 90 - DAYS !
Expert reveals exciting secret.
Call 976-CASH for amazing
details. $2.00 + toll, if any.

Etcetera, etcetera, etcetera.

Whatever. The point of all this is that there is now a relatively new and exciting way to get people to pay to hear your sales pitch!

But, let me offer a word of caution: When you promise an inside secret, you must deliver. Don't ask them to call you at another number to get what they have already paid for. That's sleazy. And besides, it will turn people off. It will make them less receptive to dealing with you. Instead, if you are a real estate broker, give a really valuable tip on your recorded message. Maybe you could tell the caller where and how to get a daily list of new foreclosures. Tell him what to do, where to go, what to say, what forms he needs and whatever else would be helpful. Then, after you have delivered, you can tell him to call your personal number if he needs more info.

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Listen: Advertising can work two ways. If you really are not a real estate or marketing expert, don't promote yourself. Hell, all you're going to do is spend thousands of dollars to let people in on the fact that you're an idiot. (There's a couple marketing newsletters out there I'm sure glad I don't have to sign my name to.)

But look, if you've got some really good valid info you can deliver in a recorded message, you'll position yourself as a person who delivers and you'll whet their appetite for more of the same.

Onward. I started this month's issue on the subject of sex and, now that you've got me going, I think I'll rave on a little more. You know, I very seldom use sex in the advertising I create. I don't know why exactly, I just never have. But darn it, it sure seems to work. It sure seems to be the number one subject that occupies all of our "Enquiring Minds." Remember, in my issue on Haldeman-Julius' Little Blue Books how, back in the 1920's, the number one subject people wanted to read about was sex?

Well, it's the same today. Go to any big city magazine stand. Look at all those hundreds of magazines and you'll soon discover you can divide them into two, approximately equal categories:

SEX and then....everything else

And just look at this 976 number situation. I bet that 99.9% of all 976 calls are sex-related. You know, that's sort of a shame. Here's a great new way to generate leads and a positive cash flow at the exact same time and hardly anybody is using it except people selling titillation.

Another "sex story." Once upon a time, I was introduced to a guy who claimed he was the greatest living income tax expert in the world. I don't know if he was or not, but I do know he went bankrupt not too long after I met him. Anyway, this guy spent some really serious money in advertising in the Wall Street Journal and his ads usually developed the theme of:

HOW TO PAY
ZERO TAXES!

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Well, his ads were, I understand, fairly successful. And then one day, he got a picture of a beautiful, bosomy blond from a local photographer and he used that picture in one of his ads. Her picture did not belong in that ad. There was no connection between a sexy blond and a study course on how to reduce taxes. But guess what?

THAT AD WAS
THE HIGHEST-PULLER
HE EVER RAN!

You figure it out. By the way, this guy was a PhD (I hear that means "piled higher and deeper") and he even announced that fact on his vanity license plate. And, being a PhD, he never ran that ad again because he didn't feel it was consistent with his "image."

Isn't that a hoot?

Enough rambling. Let's get back to this 976 business. You know, I believe this may be one of the hottest new marketing phenomenons to come down the pike in recent years. So far, it's mostly being used by the heavy breathing crowd but, in my opinion, that's going to change a bit. Today I was reading the classifieds in the L.A. Times and I saw an ad that said this:

9 7 6 - B I G M O N E Y M A K E R
Winning programs that attract millions. Advertisements that pull thousands of dollars daily. Sure success. 213/637-3781.

I called the number and talked to a woman who said she was Martha Tucker. She said her company helps people get going in the 976 area and they are giving a seminar (admission price $10.00) at the L.A. Hilton near the airport on June 20th. She also said her company offers a set of three tapes that reveal everything you need to know to get in on the 976 bonanza. The tapes are $39.99 and they don't take credit cards and, if you send a check, they wait for it to clear before they ship. I'm mailing them $40.00 cash today and I've asked them to messenger the tapes to me ASAP. If the tapes contain valuable info, I'll let you know in a future letter. In the meantime, if you want more info in a hurry, you can contact them direct. Ask for Martha Tucker and you might mention that I suggested you call.

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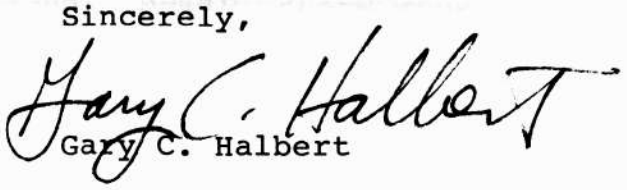
The name and address of the company is:

INTERNATIONAL SMALL BUSINESS EXPO
POST OFFICE BOX 1006
PARAMOUNT, CA 90723
(213) 637-3781

Want more ideas? Lordy, you sure are a glutton for idea stimulators, aren't you? Well, lucky for you, my youngest son, Bond, has compiled a list of 976 numbers that are safe (relatively) for you to call that may give you some ideas. You'll find them listed where I normally write some inane P.S.

Sincerely,



Gary C. Halbert

"A man so dedicated to his subscribers he gave up his 'virgin ears' in their behalf."

California Treasure Hunt		976-CLUE
Lotto Line		976-LOTO
Music Trivia		976-TUNE
Want A Scream?		976-4437
Dial Your Date		976-LIFE
Horoscope Hotline -	Scorpio	976-1900
	Cancer	976-1500
	Taurus	976-1300
	Capricorn	976-2600
	Libra	976-1800
	Sagittarius	976-2400
Joke Line		976-LAFF
Soap Opera Hotline		976-SOAP
Horseracing Hotline		976-RACE
Woody Woodpecker Tells Dinosaur Stories		976-2233

P.S. And here's my usual inane P.S.: On June 12 (my birthday), Paulette and I have decided to "sky out" for parts unknown. But don't panic. We're coming back. Just give us 10-days or so.

(213)273-7033

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Friday, 10:30 A.M.
July 3, 1987

Dear Friend & Subscriber,

"There I was at 15,000 feet, both engines on fire and my parachute in the laundry. . . ."

You ever feel like that? You've got a marketing emergency on your hands and you've got to solve it right now!

Listen: I get calls nearly every day from people who need instant marketing solutions. They're not copywriters and they have no advertising experience. They don't trust ad agencies (and rightly so) and they haven't the luxury of enough time to become grounded in marketing theory by reading Robert Collier, Claude Hopkins and so on. In fact, they have no desire to become marketing experts. No. It's just that every "expert" they've ever hired has disappointed them and, since I'm usually too booked up to do any new jobs on a "right now" basis, they want to know..."What should I do?"

"Do it by the numbers," I tell them.

Here's what I mean. Look: If you have a good product or service, you probably already know exactly how to sell it when you are talking to someone during a "one-on-one" situation. Whether you are talking to someone in person or, perhaps, on the telephone, it probably doesn't matter; my bet is you know exactly

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what words to use and what buttons to push to most impress your prospective customer.

Am I right? Aha, I thought so.

However, here is a curious fact: most people who are very good in a personal selling situation "freeze up" when it comes to transferring their sales pitch to the printed word.

Or else they struggle to "get creative."

Forget that rubbish. Here's a better way. The first thing you do is you begin to record (with the other party's permission) all of your conversations whenever you are talking to one of your prospects on the phone. Keep doing this until you are able to forget that you are doing it. Why? The reason is simple. You see, at first, when you are aware that what you are saying is being recorded, you will stifle yourself. You'll try to make sure what you are saying is grammatically correct. Or you'll try to be clever. Or more dramatic. Or less dramatic.

Or whatever.

But if you keep doing it long enough, you'll eventually forget about the damn tape recorder and you'll revert to being your own natural wonderful self and you'll deliver your usual compelling sales presentation.

And hopefully, after awhile, we'll have a recording of you talking to a prospect when you are at "concert pitch."

Goody. But what's next? This: what we do next is take that recording to a typist and have it transcribed. Then, after it has been transcribed, we take a copy of that typed transcription and number each one of the paragraphs. By the way, for our purposes, a paragraph is one or more sentences that express a single idea or aspect of a subject.

O.K., now let's say we have the first draft of our "sales-pitch-in-print" and it contains 47 paragraphs and you have duly numbered them 1 through 47.

Next, we carefully go over each one of these paragraphs and give each of them another number that is based on a scale of 1 to 10, 10 being highest. What we are doing here is "ranking" each paragraph as to how much favorable influence that paragraph has on our prospect. For example, let's say we are pitching a 31 foot Bertram sportfishing boat (one of the best) and we know from

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previous experience that our customers are very interested in the fact that the boat has a wide beam and a hull configuration that makes it extremely seaworthy and very uninterested in the fact that it comes with matching curtains and towels.

So, let's say the paragraphs about the seaworthiness of the boat get a ranking of 8 and the ones about matching curtains and towels get a ranking of 2.

Whatever. So, what we've got now is a "sales-pitch-in-print" that is 47 paragraphs long and wherein each paragraph has been rated for wonderfulness on a scale of 1 to 10.

Now, what I want you to do next is to cut out all those paragraphs with a pair of scissors and then divide them into three groups. The first group will consist of those paragraphs that describe the benefits of owning a Bertram and the second group will consist of those paragraphs that tell "interesting facts" about the boat. The third group of paragraphs will be those paragraphs that don't say anything about the Bertram or else paragraphs that do not advance your sales presentation in any way whatsoever.

Now, throw the third group away and arrange the other two groups in rank order from 10 on down. Next, throw out all paragraphs with a rating of 5 or less. Next, rewrite the remaining paragraphs. But BEWARE: don't change them much. Just more or less "clean them up." Take out the ers and ums, the redundant words and sentences and sort of tighten up your sentence structure and grammar.

Let us press on. What I'd like you to do now is try to forget you are trying to write an ad or a sales letter. Instead, what I want you to do is to concentrate on writing a memo.

A long memo.

Write it to someone you can easily visualize in your mind's eye, someone who is a good prospect for a good, relatively cheap sportfishing boat. Someone extremely good-looking and modest.

Someone like me, Sir Gary of Halbert, Ace of Space, Prince of Print, Count of Cable and all around Bon Vivant.

Your memo should read something like this:

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MEMO

Dear Gary,

I hear you are looking for a good, seaworthy sport-fishing boat.

Listen: I've got a good one for sale. It's really a humdinger. Here are seven interesting facts about this boat:

1. *(Insert highest ranked interesting fact.)*
2. *(Insert second highest ranked fact.)*
3. *(Insert third highest ranked fact.)*
4. *(You've got the idea, right?)*
5. *(Ditto)*
6. *(Et Cetera)*
7. *(and so forth)*

Hey, Gary, what about <u>those</u> apples? Maybe now, you can see why this particular <u>boat</u> is such a honey. There are many benefits to owning a boat like this. Here are five of the main ones:

1. *(Insert paragraph on highest ranked benefits of owning this boat.)*
2. *(Insert second highest ranked paragraph.)*
3. *(Ditto)*
4. *(Et Cetera)*
5. *(and so forth)*

Well anyway, Gary, those are just a few of the "highlights" about the wonderfulness of this boat but, actually, there are <u>many</u> more reasons it makes sense for you to own a vessel <u>like</u> this and I'd love to explain them to you in person.

So here's the deal. I know you're busy, what with all your clients and writing your newsletter and scuba diving with Paulette and so forth, so I'm gonna give you a chance to digest this memo and then, in a few days, I'll give you a call and see if you are interested.

In the meantime, if you want more info sooner, you can call me at (000) 000-0000.

By the way, I <u>love</u> your newsletter and I really enjoy reading it every month in spite of your conceited, egomanical ramblings.

Sincerely,
Joe Subscriber
An Astute Student

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Now listen: I want to know something. It is this: did you think that little "lesson" was a bit too simple? If so, you are doing yourself a great disservice. You see, if you can grasp the essence of what I've just imparted, you will have learned an enormously important marketing lesson.

Here is that lesson:

FORGET TRYING TO BE CREATIVE!

FORGET TRYING TO BE CLEVER!

STOP WORRYING ABOUT THOSE AWARDS YOU'D LIKE TO WIN!

Hark unto me: your job is not to be creative, clever or win awards. No. Your job is to sell, damn it.

Selling is not yelling. Selling is not tricks. Selling is an impressive, forceful communication of facts and benefits. What I have just taught you is a far cry from being the end-all and be-all of how to create advertising. However, that simple little process of recording your person-to-person sales presentations and then, transferring them to paper as I have outlined works far better than trying to "dream up" some award winning vapidness.

Check this out: There's a guy named Bruce Horovitz who writes a column on marketing which appears in the Business Section of the Los Angeles Times every Tuesday. Recently, on June 9th, one of his articles was about a gentleman named Sean Kevin Fitzpatrick who is executive vice president and creative director of an ad firm named Campbell-Ewald Co. The article is about Fitzpatrick's "Heartbeat of America" commercial (which consists mostly of a catchy song) that he created for the Chevrolet division of General Motors.

The article tells how "successful" this campaign is and how Chevrolet's current series of car and truck ads have been nominated for 10 Clio awards.

It's a stupid commercial.

In fact, this campaign is so stupid it would appear to me that Fitzpatrick doesn't even know what advertising is. (Or at

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least what it's supposed to be!) Advertising is not reminding someone of your existence; it is not songwriting, dancing bears, and tricky words and catchy music.

No! Good advertising is simply....

SALESMANSHIP MULTIPLIED

I don't know how much money has been wasted on this moronic campaign. However, I do know that, according to this same article that, during the first quarter of 1987, Chevrolet sales are down 12.1% compared to what they were last year!

Is it any wonder?

But you know what? People who can't produce results often get very creative when it comes to creating cop-outs. And, in the ad business, if you can't produce sales, what you do is you tell your client that you are building his "image." You tell him how all this money he's spending will pay off sometime in "years-to-come."

Listen to this quote from another "advertising expert" in the same article: "But this campaign can't be measured in short-term results. It is an image building campaign. Image is the key issue of the car market...blah, blah, blah."

What garbage. You know what Fitzpatrick should have done instead of writing a song? It's simple: he should have found out who the 10 best Chevy salesmen are in the entire U.S. Then, he should have met with these men and watched them sell cars and he should have recorded their sales presentations and taken notes.

And then, he should have created an intelligent campaign built around the best parts of those effective sales presentations!

Maybe this guy deserves to win a Grammy but he sure as hell shouldn't get any awards based on his ability to create advertising that sells cars!

Oh, well. I suppose if it wasn't for guys like him, there wouldn't be so much demand for guys like me.

Onward. Look, I'm coming to the close of this month's letter and, before I do, I want to tell you about a couple of

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things that are not directly related to marketing. I hope you'll bear with me. I'm going to tell you about one of these items because it is so potentially important and the other because it is so utterly delightful.

ITEM 1: Back in the 70's, someone told me about a doctor who became wealthy developing some industrial patents that were used in Europe. Apparently, he used his wealth to set up a clinic in Paris to treat patients and do research. However, when the Nazis invaded Paris, he found it necessary to flee to the U.S. When he got here he set up another clinic and began treating cancer patients and doing more research.

Anyway, I met this man sometime in 1971 or 1972 and I was very impressed with him. He showed me a book he had published with remarkable before and after pictures of patients he had cured of cancer. In fact, he autographed the book for me and he also showed me letters from some of the authorities in "establishment medicine" that said, in effect, that although his ideas may have some merit, any real cure for cancer will come from the establishment.

What this doctor told me is that most MD's and hospitals don't want to treat cancer patients the way he does because it is too expensive and time-consuming.

Now, let's flash forward to a few days ago. I'm sitting in my office when I get a call from one of my clients (an international publisher) who says: "Gary, I'm thinking about doing a book on this doctor in Manhattan. He's 91 years old and he's been treating AIDS patients with a 100% success rate!"

"Listen," I said, "is this guy's name Revici?"

Well, guess what? It appears it's the same doctor I met!

Now, hold on. I can't vouch for the truth of what you have just read. And, it is very cruel to hold out false hope for people who are seriously ill. However, I've heard enough about

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this doctor from enough sources that, if you know someone with AIDS, you might suggest they check this guy out. He runs the Institute of Applied Biology in Manhattan and the number is (212) 876-9669.

Once again, I'm not saying all this is true. I'm just saying it seems worthy of investigation.

ITEM 2: I had dinner last Saturday with an old scuba buddy of mine and he introduced me to an incredible restaurant that specializes in Southern cooking. This restaurant is called "AUNT KIZZY'S BACK PORCH" and it is owned by a black couple named Adolf and Mary Dulan. Let me tell you, Adolf Dulan absolutely bends over backwards to see that his guests are happy. It is a real joy to see a man with this much grace and caring.

And the food? It is, quite simply, the best I've ever eaten in any restaurant anywhere in the world.

Period.

By the way, don't look for fancy decor. AUNT KIZZY'S is located at 4371 Glencoe Avenue which is in the Villa Marina shopping center.

Sincerely,

Gary C. Halbert
"The very most
semi-handsome ad man
who ever lived."

P.S. Someone once said that if all my newspaper ads were being run by one company (instead of separate clients) that that company would be the third largest newspaper advertiser in the U.S. I don't know if that statement was true back when it was uttered but I sure as hell have created a lot of newspaper ads that have produced phenomenal results!

Want to know some of my secrets? Tune in next month. I dare say Bruce Horovitz won't have revealed any of them by then.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Saturday, 9:05 A.M.
August 1, 1987

Dear Friend & Subscriber,

Over the course of my career, I've written a veritable bushel of full-page newspaper ads. In fact, as mentioned in last month's letter, someone once calculated that if all my ads were being run by just one company (instead of separate clients) that that company would be the third largest newspaper advertiser in the United States.

Just behind Delta Airlines, they told me.

Could that be true? I really don't know. It sounds a little far-fetched to me. However, one thing is sure: there is an excellent chance that you can use what I've learned about how to make newspaper ads pay off to make yourself (or your company) a real bundle of money. Do you have a direct mail promotion that's working? If so, and especially if that direct mail package has wide consumer appeal, you should definitely consider giving daily newspapers a test.

It's easy. First of all, your copy is already written. All you've got to do is "reformat" your direct mail package so it is suitable to run in a paper.

Not only is it easy, it's also cheap. If you know what you're doing, you can run a full-page ad in a good test paper like the Los Angeles Herald Examiner or the Fort Lauderdale News Sun Sentinel for less than $3,000.00.

And, not only is it cheap and easy, it's fast! If I'm really motivated, I can often take a direct mail package I receive from a client on a Monday, and have that package reappear as a full-page ad on the following Monday, just six days later.

And you can read your results fast too. If you accept phone orders, you can often tell whether or not you have a winner the very same day the ad runs! And, even if your customer can only respond by mail, it will still only be a few days before you have the answer.

So, with all this going for it, why don't more direct marketers use daily newspapers?

It's the same old story: they don't know how. And neither do the ad agencies they hire to help them either. Did you know that there

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is not one ad agency in America that knows how to insure maximum readership from a full-page newspaper ad? I'd just love to be challenged on this. If you think I'm exaggerating, just stop reading for a moment and take enough time to call your current ad agency (or any agency in the phone book) and ask them how to do it. Then, compare the info in the rest of this newsletter with the garbage you just heard on the phone.

But so what? You didn't subscribe to this newsletter to learn my opinion of ad agencies, did you? So, let's get to the heart of it. Listen: it has often been said that the three most important factors in choosing investment real estate are (1) location, (2) location and, (3) location. I think that's probably true. And, when it comes to running ads in newspapers, a similar precept needs to be held in mind. Namely, that the most important factor of all is . . .

POSITION! POSITION! POSITION!

Hark unto me. The #1 reason people don't respond to a newspaper ad is because they don't see it! Daily newspapers are huge. Many of them are several hundred pages thick. In fact, a recent edition of the L.A. Times contained 405 pages!

Whooee! You sure could get lost in there, couldn't you?

Now look, if you ask a normal (dumb) advertising guy, where in the paper should you run your ad, he'll probably reply by asking what you are selling. Then, if you are selling a sporting goods item, he'll tell you, you should run in the sports section. And, if you are running an ad for an astrology book, it should go in the horoscope section. And a cookbook should go in the food section.

And so on.

And he'll also tell you that you should try to get a right hand page as far forward in the paper as possible.

Actually, all this is sort of true. But it's a dangerous sort of truth. It can lead to disaster. You want to know what most advertising guys remind me of? It's this: they remind me of a guy who's had three or four karate lessons. You know what a guy like this has learned? He's learned just enough to get himself stomped silly if he ever foolishly decides to darken the door of a tough redneck bar.

So true. Anyway, remember how I am incessantly preaching that the people of America sort through their mail while standing over a wastebasket? You do remember? Good. Now, here is something else for your to keep in mind:

As soon as the people of America sit down to peruse their daily newspapers, they immediately divide it by sections.

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A man may ask his wife for the sports pages. The wife might zero in on the food section. Their kids may ask for the comics. Entrepreneurs may want the business section. Gossip mongers may pick up the society pages.

And so on.

But nobody reads the entire paper. In fact, hardly anybody even opens up more than two or three sections. Think about it, do you?

So, what does all this mean on a practical basis? This: it means the very best place your ad can appear for maximum visibility (and hence, maximum readership) is on the front page of a section.

And the second best place? It's the back page of a section.

Here's why. You see, even though most people don't read or even open up every section, most people at least touch every section. Yes, they touch it if for no other reason than to pick it up to hand it to someone else or to throw it away. And, while they are thus handling each section, they are forced to at least glance at the front pages of those sections and (to a lesser degree) the back pages of said sections.

And, of course, while they are glancing at those pages, should they happen to see an eye-catching ad, an ad with a "killer" headline, they just might read a couple of paragraphs to see what it is all about. And, if those first couple of paragraphs are real good, then just maybe they'll read the rest of the ad. And, if all that happens, who knows, maybe you'll get an order.

So, know this: your first job is not to get your customer to read your ad. No. Your first job is to get him to see your ad!

It's just common sense. Look: an ad that appears on the inside of the sports pages will be seen by everybody who reads the sports section. However, if that same ad appears on the front or back of any section, it will be seen not only by sports fans but also by nearly everybody who handles the paper!

I know. I know. You think I'm making an awful big deal about this point, don't you? Well, I guess I am. But I'm not going to apologize. I don't care. I don't think there is anyone on the planet who can touch me when it comes to making full-page ads work in daily papers. And, believe it or not, as simple as it seems, you have just learned my numero uno secret which is:

RUN YOUR AD ON THE FRONT OR BACK OF A SECTION!

So much for numero uno. Now for numero duo. In a nutshell, my second big secret is:

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MAKE YOUR AD LOOK LIKE A NEWS STORY

Don't make it look like an ad. Don't use line art. Don't use arrows, cute graphics, reverse type (except maybe to highlight a phone number), weird typestyles . . .

OR ANYTHING ELSE THAT MIGHT WIN AN AWARD FOR GRAPHIC DESIGN

Come closer. Listen: here is how to "think" about your newspaper ads. Think about what could be the best possible piece of luck you could have. Think about a reporter who heard a rumor about your product or service and decided to check it out. And then, he fell in love with it. In fact, he loved it so much, he went back to his typewriter and wrote a full-page rave article about what you are selling.

Wouldn't that be nice? Sure would. However, it is also unlikely that such a thing will happen. So . . .

YOU BE THAT REPORTER!

You write the rave "article." Just like a reporter would. And, at the end of the article, you perform a "public service" for your readers by telling them where and how to order. But, after all this, don't screw up by having your "article" typeset to look like an ad.

No. No. Noooo. It should be typeset to look like the "article" it is. You know, ad agencies just love to quote studies that prove how much people love to read advertising.

Garbage! Garbage! Garbage!

Editorial material (or material that appears to be editorial) gets 500% more readership than material that is obviously advertising.

So be it.

Now, a cunningly careful, highly scientific examination of daily newspapers will yield yet another useful bit of data. Namely...

Newspapers all come folded in half

Hmn? So what's the big deal about that? This: it is not necessary to unfold a newspaper to separate one section from another. And, what this means, of course, is that, in the process of separating a newspaper by sections, a person may only have to glance at either the top half or the bottom half of the front or back page of each section.

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Not both halves.

Now, if it's the top half at which he glances, that's fine! That's where your headline is. And we all know what a headline is, don't we? A headline, of course, is . . .

AN AD FOR YOUR AD!

But wait. What if our reader, while separating his paper into sections, is doing it in such a way so that he only has to glance at the bottom half of each section? Where there is no headline? No ad for our ad?

Gadzooks. This is no good. No good. No good. So, what we've got to do here is make sure the bottom half of our ad has several subheads (little ads for our ad) interspersed between paragraphs and printed in bold type.

Sort of
Like This

What else? Oh yeah, if you really want to make newspapers work, you've also got to buy them right! This is a real art and, trust me, there aren't any ad agencies (even the big ones) who have the faintest idea of how to do it.

Here's a story about someone who does know how. Once upon a time, I owned a publishing company with offices in North Canton, Ohio and also at 535 Madison Avenue, right in the heart of the Big Apple. Well, at that time, I was buying a truly enormous amount of newspaper space. In fact, you probably wouldn't believe just how much. So anyway, back then, one of the guys who worked for my company hired a new gal to do some secretarial work for him. Her name was Nancy Jones and, over a period of time, she got into buying media for us. Soon, she became better at buying space than any of my executives and, for sure, far better than me. The years have rolled by. My publishing company was sold many moons ago but Nancy, on her own, has continued to sharpen her space buying skills. And, I'll tell you this:

When it comes to buying
space in daily newspapers,
Nancy Jones is the best
on the planet!

Period.

Proof: here is a slightly edited and bowdlerized version of a letter Nancy wrote (I wish I could figure out some way to steal the credit and claim I wrote it) to a large number of newspapers:

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Dear Advertising Director,

Over the past several years, our client, the XYZ Company, has repeatedly expressed an interest in having his advertisements published in your newspaper.

However, our agency has compared your open rate with that of newspapers where the advertisement has already been published and we have found it necessary to advise the client against including your newspaper in his advertising schedules. This decision was based mainly on the fact that the client's advertisement has been profitable only in those newspapers where a stand-by or remnant rate has been offered.

As you know, stand-by simply means that a newspaper agrees to publish an advertisement whenever or wherever space becomes available and offers to reduce the open line rate to the advertiser for "standing by." Space may become available due to last minute cancellations of scheduled advertisements or because of production difficulties. Whatever the reason, the newspaper will generally insert a house ad or a public service ad to fill the hole in the newspaper. Therefore, more often than not, the newspaper receives no revenue for the use of this space.

Thus, stand-by advertising has become advantageous for <u>*both*</u> *the newspaper and the advertiser. The newspaper has the opportunity to make money on space it might otherwise have to give away. The advertiser is able to use a publication it could not use at the open rate.*

More and more newspapers are becoming involved in stand-by advertising. Enclosed is a current list of newspapers offering a stand-by program and the discounts they allow. We are aware that your newspaper has not offered a stand-by rate in the past but we would like very much for you to consider this possibility now. We are enclosing an insertion order for a full page, a mechanical and a check for the new amount of the order. The net amount has been computed at the open rate discounted by 50% for stand-by, normal for the industry, and 15% for the standard agency discount.

If you accept our offer, simply hold the material until space becomes available. If and when the opportunity presents itself, run the ad, cash the check, and send us a tear sheet. If you do not wish to participate at this time, simply return the check to the agency and destroy the mechanical.

This offer expires in 15 days. Please feel free to call if you have any questions about the offer or our client.

Sincerely,

Nancy Jones

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So, guess what has happened as a result of that letter? This:

72% of the papers responded on a favorable basis and Nancy Jones can now buy more newspapers at a more favorable rate than any "sophisticated" media buyer working in any ad agency anywhere in the U.S.!

Here's a list of just ten papers showing the card rate (the rate ad agencies get) and the "stand-by" rate that Nancy gets:

Name of Paper	Daily Circ.	Open Rate	Nancy's Rate	Savings
Abilene Reporter News	51,070	$3,315.00	$1,823.25	$1,491.75
Augusta Chronicle	78,706	3,919.02	2,155.46	1,763.56
Bakersfield Californian	81,145	3,720.78	2,455.72	1,265.06
Daytona Beach News Journal	100,232	3,715.74	2,043.66	1,672.08
Fresno Bee	138,453	6,275.85	3,451.72	2,824.13
Las Vegas Review Journal	100,011	4,102.20	2,256.21	1,845.99
Long Beach Press Telegram	127,870	6,439.68	3,541.82	2,897.86
Nashville Journal	189,755	8,012.19	4,406.71	3,605.48
Shreveport Journal Times	99,483	6,023.01	3,312.66	2,710.35

And so on.

Note: These rates change often and this is just a few of the hundreds of papers with which Nancy deals. Not only that, I have purposely listed only a few of the little papers with whom she does business. But rest assured, she gets similar discounts from many of the biggies.

Whatever. I'm running out of gas. Therefore, here is a summation of some of the secrets that have helped transform Sir Gary, the Ravin' Maven of Marketing into the Ace of Space and Prince of Print:

A. Try to run your full-page ads on either the front or the back of a section.

B. Make your ad look like an article.

C. Pepper your ad with subheads, especially the lower half (that half that appears below the fold) of the ad.

D. Buy cheap. Nancy Jones is now the official media buyer for Everett & Lloyd Advertising (owned by my honey, Paulette

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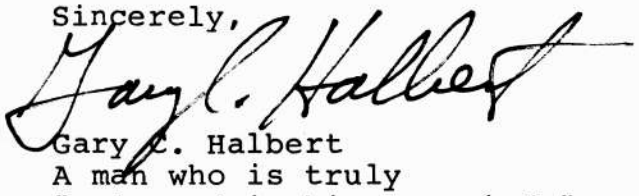
Teta) and you can get more info by calling (213) 273-7053 and talking with either Paulette or myself.

A final point: would you like to know how to get more mileage out of this newsletter? It's simple. After you've read it once for yourself, read it again aloud to someone else. You'll be surprised how this little trick will make the info and insights come alive and how it will have a synergistic effect and spark a lot of ideas.

Besides, it will help spread the word of my wonderfulness.

Sincerely,



Gary C. Halbert
A man who is truly
"a legend in his own mind."

P.S. Next month will be the first anniversary of this newsletter. Therefore, it will be a very special issue!

Trust me.

P.P.S. Do you need "roll-out" money for a tested ad or direct mail package? If so, call me.

And remember . . .

NOTHING IS IMPOSSIBLE FOR
A MAN WHO REFUSES TO
LISTEN TO REASON!

See you next month.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Thursday, 8:10 A.M.
September 3, 1987

Dear Friend & Subscriber,

In last month's letter I used a real estate analogy. I said that if location, location and location are the three most important factors in choosing real estate, it is similarly true that **POSITION, POSITION** and **POSITION** are the three most important factors when running ads in newspapers.

I mention the above again because it is worth repeating and as a lead-in to another real estate analogy. Listen: if you read real estate books, you'll discover that a key to success in that area is using OPM which is short for "other people's money."

Now hear this: OPM is also a big key to direct marketing success except that, in this case, I'm talking about using....

OTHER PEOPLE'S MINDS

Here's an example: Many years ago I was enormously successful with my coat-of-arms (family crest) company in Bath, Ohio but I was also extremely lonely, at least insofar as my business activities were concerned. You see, there I was with my partner, Dennis Haslinger, running a huge mail order company (Halbert's Inc.) with millions of customers and hundreds of employees but Dennis and I didn't know hardly anyone else working in marketing.

And so it came to pass that we hired a guy from New York named Norman Gold who was, at the time we hired him, a VP at Rapp & Collins Advertising. Norm isn't with us anymore and I am very sorry about that. He was a truly nice man;

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high-strung, jittery and very nervous, but also very conscientious.

Unfortunately, he was also damn near a marketing illiterate.

But if Norm himself wasn't much of a marketing man, he at least knew the names of a number of people who were. So one day I had an idea and I said to him, **"Look Norm, how about you give me the names of the best marketing minds in the world and I'll call them and invite them all to spend a week with us at the Jockey Club in Miami Beach?"**

So, he gave me the names and I made the calls. My pitch went like this:

"Listen, my name is Gary Halbert and I've got this big mail order company in Bath, Ohio and I hear you've got one of the best marketing minds in the world and I want to talk with you. If you'll join me and a bunch of other marketing guys in Miami Beach, I'll pay your air fare and all your expenses and we'll have the biggest brainstorming orgy the world has ever known."

Whooee! They all accepted and guess who came to that party? In addition to Norm Gold, Dennis Haslinger and myself, we also had:

ED MAYER: Ed was known as the Dean of Direct Mail. He was a short, wizened, bald little man who could keep me fascinated for hours. He taught a 5-day course on the basics of direct mail for the DMA's educational foundation and his course was easily the most powerful I've ever attended. In later years, one of my proudest moments came when I learned that Ed was using some of my work to show his students just how good a direct mail package could be. By the way, you should call the DMA and see if any of the tapes of his course are still available. I bet they are and I bet they are still more informative than any of the DMA's more recent offerings.

GERALD POPE: Gerald was, at that time, a relative newcomer to direct marketing, but he was a very innovative guy. He told me a fascinating inside story about the development of Oral Roberts' first computer letter writing program and he showed me a letter he had written that I still consider to be one

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of the ten best sales letters of all time. He wrote it on behalf of some Indian children in Oklahoma and it was a masterpiece! What Gerald did is he got his computer letter people to order some custom printed paper stock that was yellow and lined like a writing tablet an Indian might buy in the reservation commissary. Then he did full print, completely personalized computer letters on that custom stock and sent them out with what appeared to be color photos of destitute Indian kids.

The net effect of the whole effort was that it looked like an old troubled Indian chief got himself a Big 5 writing pad and went back to his broken-down typewriter in his tepee and typed out a mournful letter just to you asking for your help.

Wow! What a promotion! As I understand it, those letters worked so well that the Indians started selling off their real estate holdings in order to mail more of these letters.

You know, I haven't heard from Gerald lately. Maybe he's had a "charisma bypass" and turned into a dull guy. I don't know, but he sure was a sparkling idea man back in those days.

PAUL MICHAEL: You know about Paul, don't you? He operates out of New York and he's had a number of very successful "good luck" offers over the last few years. However, back in those days, he was writing all the copy for Greystone Press which was doing something like 100 million a year in book sales!

MARTIN BAIER: Shame on you if you don't know about Martin and his work. He is, as far as I know, the father of sophisticated zip code analysis. Martin worked for old American Insurance back then (maybe he still does) and he worked out a rating system to analyze zip codes, the elements of which are still valid today. I remember him as a brilliant man, unnecessarily modest, who could crunch numbers like no other marketing man I've ever met.

DR. ROBERT WILSON: Doc Wilson is a psychologist with sometimes uncanny insight. He added a complete new dimension to our discussions. Sometimes he'd catch a little "human nuance" to our marketing strategies that could add immeasurably to their effectiveness.

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So anyway, there we are, the eight of us, holed up in the Jockey Club just to talk shop. I remember that, just before the trip, Dennis said to me, **"Gary, this trip is gonna cost us a fortune. We're going to be in one of the most exciting cities on earth. Are you sure these guys aren't just going to want to go out boozing and carousing around?"**

"Not to worry," I say to Dennis. And you know what? A few days later Dennis comes up to me and says, **"Holy cow, Gary. We've been here three days and I can't even get these guys to break to go out for dinner!"**

It was true. I experienced more creative synergy that week than I ever have before or since. I remember that I shared a room with Paul Michael and we'd wake up very early and one of us would immediately say to the other something like: **"And here's another thing we could do to the outer envelope to make the package pull better!"**

And off we'd go on another non-stop day of blitzkrieg brainstorming.

You know, I got so many viable ideas from that incredible week that I've never used them all yet!

And I'll tell you, even though that week cost us maybe $50,000 in today's money, it was still one of the very best investments Halbert's Inc. ever made.

So, here's my recommendation for you this month:

TAKE ABOUT 40 OR 50
THOUSAND DOLLARS OUT OF YOUR
SAVINGS ACCOUNT AND
HOST A BUNCH OF TOP
MARKETING PEOPLE FOR A
WEEK IN SOME PLUSH RESORT!

Believe me, you'll be glad you did. But first, let me issue a work of caution:

Don't Invite Anybody Who
Likes To Play "Devil's Advocate"

You ever attend a meeting where the ideas start crackling all around the room like static electricity and then some jerk says, **"Say guys, that may be a great idea but let me be the bad guy and play devil's advocate a minute and see if I can shoot any holes in all this"**?

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You know what that guy is really secretly saying? It's this: **"I'm scared to death. I'm way out of my comfort zone. These people are talking like madmen. I've got to get things back down to my personal level of mediocrity."**

That guy does not belong in your brainstorming room; he'll kill all your babies aborning.

Alright, now you've got your $50,000 set aside for this purpose, who should you invite to your meeting? Here are some suggestions:

JAY ABRAHAM: Jay is a world famous marketing genius. To his inner circle, he's known as "the Wizard." He is the author of "Your Marketing Genius At Work" and he has promoted everything from ICY/HOT (for rheumatiz pain) to sophisticated investment newsletters. Like me, Jay is another "legend in his own mind" and he has worked with Investment Rarities, Howard Ruff, Robert Ringer and a host of other notables including yours truly.

KEN KERR: Ken is not what you'd call a mainstream direct marketing person. He's more into package design and concept development. There's an ad in the works about him with the headline:

What Do Steven Spielberg,
Disney Studios, Kermit The Frog,
Mickey and Minnie Mouse, And
The Smurfs All Have In Common?

The Answer? Ken Kerr; he's worked on projects involving them all.

JOHN FINN: John is a copywriter's agent and a "creativity junkie." John has a stable of little known but brilliant copywriters and you should also ask him to bring some of his talent such as **Gary Walterschied, John Carlton, Steven Barwick,** and his daughter, **Susan Finn.**

DON CAMP: Like Ken Kerr, Don Camp is also not what you would call a mainstream marketing man. He is, however, one of the best people to brainstorm with I've ever met. He's the owner of **CAMP ART GRAPHICS,** brother of actress Colleen Camp (Police Academy, Dallas, etc.) and he is heavily connected to the movie and entertainment industry. All in all, a good man to have at <u>any</u> brainstorming session.

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ERIC WEINSTEIN: Eric is the most creative list broker I've ever met. Most brokers, when you ask them for list reccos, turn to their computers and punch a few buttons and then send you a rather mindless printout. Not Eric. He actually takes a little time and thinks about his recommendations. (Maybe he's in the wrong line of work or has some sort of crossed wiring or genetic defect or something?)

BLADE THOMAS: I've worked with Blade on projects involving the TOVA Corp., Entrepreneur Magazine, and dozens of others. Blade is an excellent copywriter and probably the best ad layout man I've ever met.

NANCY JONES: What Eric is to lists, Nancy is to media. If you read last month's letter, you already know I consider her the best newspaper buyer around.

PAULETTE TETA: Paulette won't know she's being mentioned in this month's letter until she reads this at just about the same time you do. The reason I'm including her in this list is because she's been working with me for nearly two years now and you know what? I may be prejudiced but I now actually believe that my gorgeous little redhead is quite possibly....

THE SECOND BEST COPYWRITER ALIVE TODAY!

Honest, She really is that good.

Let's see, who else? Oh yeah, how about me, **Sir Gary of Halbert**, the Ace of Space, Prince of Print, Count of Cable and all around Bon Vivant.

I'm not kidding; we're all right here, me, Jay Abraham, Ken Kerr, John Finn, Gary Walterschied, John Carlton, Steven Barwick, Susan Finn, Don Camp, Eric Weinstein, Blade Thomas, Nancy Jones, and Paulette Teta just waiting for you to turn loose of that 50 thou and send us plane tickets (first-class, of course) to some exotic locale!

What's that? You say you don't have a spare 50 thou laying around and you're a little too busy to take a week off? And what else is that I hear from you? You say you're disappointed because I promised that this, my anniversary issue, would be special and all I've done so far is ramble on about a great week I once had which is now ancient history and then suggest you cut loose with a small fortune for this fool idea?

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You say this issue doesn't seem so darn special at all? That reading it, you're maybe losing a little faith in ol "Guru Gary?"

FEAR NOT, BUCKWHEAT!

O.K. You've suffered through my longest preamble ever, so here's the payoff. Guess what I've done for you? It's this. I've gotten all those people mentioned in the last half of this letter to agree to sit around in a big recording studio with me and brainstorm on your current project or ad or direct mail piece. And, after we've finished, I'm going to send you a cassette tape of all of our ideas and I'm going to send it to you free!

Believe it or not, you don't even have to pay postage and handling.

There are only two rules:

#1: You must send me whatever it is you want brainstormed no later than the 15th of this month.

#2: You can only send one thing. If it's an ad, send me a tear sheet. If it's a direct mail package, send me a nixie. If it's an idea, write it out on a piece of paper and send me the piece of paper. If it's a TV commercial or a radio spot, send me a VHS video, an audio cassette, or a script.

That's it. That's truly all there is to it. As my anniversary gift to you, I really have arranged for thirteen of the best minds on earth to gather together and apply their collective genius to trying to figure out ways to flatten your purse.

And what have you done for me lately o ye of little faith?

Sincerely,

Gary C. Halbert

Gary C. Halbert
"Utterly straight
and worth the wait"

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P.S. Here's an after-thought: As you know, there are countless "marketing" seminars and conventions you can attend. The DMA's annual and semi-annual conventions are probably the biggest. But I wonder, do you (like me) think maybe they're a little off the mark? A little dull?

Think about this: What if there was a PLAYERS ONLY CONVENTION. No envelope salesmen, or other vendors allowed. No BS consultants who've never written a winner or had to meet a payroll. No featured speakers like Howard Cosell who bore everybody to tears by rambling on about something totally irrelevant.

In other words, the only people who could come would be the people who pay for the marketing and the people who create the marketing.

And no losers would be allowed entry, No "consultants" who wouldn't know a winner even if it bit them in the face. No "mail order hopefuls" with a head full of avarice dreaming about effortless big bucks. Only players. Only winners. Does that idea have any appeal to anybody else?

I wonder?

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Thursday, 11:47 A.M.
October 1, 1987

Dear Friend and Subscriber,

I don't feel much like struggling to write a good newsletter this month. I am sorry but my mind is elsewhere.

Paul Michael is dead. He died on Sunday, September 20th, of a heart attack. Paul was a force within our industry. He is credited with the invention of the "lift letter" and, as I wrote last month, when I first met him, he was producing perhaps 100 million per year in sales for Greystone Press. Paul was a large man, in both physical size and creative talent. My favorite memory of him is how he extended a hand to Norman Gold (who was also at the Jockey Club brainstorming session and who is also deceased) when everyone else (including me) had abandoned him because of his marketing ineptitude. Paul also extended a helping hand to me once, when I was very down for personal reasons I don't care to discuss. He was a fine man.

He will be missed.

And now, even if it's half-heartedly, it's best I get back to business. First off, let me say that the response to last month's letter was the heaviest and most favorable I have yet received. So many of you have sent in material to be brainstormed that I am overwhelmed. Also, a number of subscribers have said they would like to attend the session. A few of you were a little upset over the September 15th deadline. In fact, one subscriber in New Hampshire said his newsletter was not delivered until the 21st which was 17 days after it was mailed.

That's a long time to deliver a first class letter, isn't it?

So anyway, here's what I've decided to do about all this:

#1 I am extending the deadline for submitting material. If you've got something you want brainstormed, go ahead and send it. I'll still accept it. But don't

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delay. Please send it as soon as you get this letter.

By the way, this extension is only for those people who have not already submitted material. The one-per-subscriber limit still applies.

#2 I have, of necessity, delayed the date of the session itself. I have decided to start the session early in the morning on Friday the 23rd of this month and end it sometime during the late afternoon or evening of the next day, Saturday the 24th.

#3 I have decided to allow subscribers to attend, free of charge.

Do you want to come? If so, I ask only one courtesy. Just call me or Paulette right away (213) 273-7053 and let us know you will attend. That way, we'll be able to make sure we've booked a big enough meeting room and get enough munchies to keep everybody happy.

One other thing: a couple of subscribers who sent packages said they wanted all their info kept secret.

I'm sorry but I can't oblige. This is going to be a free-wheeling, no-limit brainstorming session and if I were to put governors on all those speed demon creative minds, the results would be dismal. The way it's going to work is that we are going to tape record every idea we come up with on all the packages and everybody who submitted a package will receive the entire tape. You never know; maybe something we come up with to improve somebody else's package will be more useful to you than the ideas we generated when we blitzed your package.

So, if you are paranoid about this, please call us so we can delete your material from the session.

Onward. Some time ago, in my promotional DM package for this newsletter, I promised I would reveal "what every catalog mailer does wrong." It is time for me to keep that promise. Listen. Many years ago, after Dennis Haslinger and I got our family coat-of-arms business cranked up, we decided to produce a catalog. It seemed like a good idea. It appeared to be a natural. You see, our front end product was an 8-1/2 x 11 piece of parchment-like paper upon which was printed a line drawing of the earliest family crest ever recorded with a particular family name. This "family name research report" also had a brief history of how that name came into being. Now, naturally, a lot of people who bought this inexpensive ($2.00) little report were fascinated, intrigued and pleased enough to want to see their

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family coat-of-arms in full, authentic, heraldic colors in a variety of products such as wall plaques, china plates and cups, drinking glasses, napkins, stationery and so forth.

So off I went into the woods of southern Ohio. All by myself. To camp out and to create a catalog. I worked and worked and it really turned out neat. It featured cute pictures of my three small sons (they were billed as my product testers) and approximately 70 items, most of which could be customized with your family crest. The catalog measured 5-1/2 x 11 inches and was printed on glossy stock in full color.

So after it was all finished, I had a bunch of them printed up and mailed out and I sat back to wait for the results.

They sucked. We didn't even break even. It bothered me. All that sparkling copy, all that four color printing, all those appealing (and related) products and I couldn't generate a dime in profit.

So I put on my thinking cap and I says to myself, "Hmn? I wonder what would happen if I eliminated all the loser products and then mailed either a smaller catalog or a simple brochure?"

So I did a simple analysis and developed a little report that arranged the products in rank order by sales volume. Well, what I discovered was that only three of those approximately 70 catalog products were carrying nearly all the weight. Everything else was dead meat.

Those three products, by the way, were all wall plaques. It seemed that all the people wanted, as far as their family crest was concerned, was "wall-hanging recognition." Whatever. Anyway, what I did next is I designed a simple 8-1/2 x 11 color brochure that featured only those three wall plaques.

What happened? Actually, it wasn't very exciting. All we did, after mailing those brochures to our customer list, is approximately break even.

But I was moving in the right direction, wasn't I? So then, I had a brainstorm. What I did next is I took the top selling wall plaque, had a color photo taken of it, and then I sent a replica of that photo along with a personal letter to each of our customers.

And we dragged in millions of dollars!

Now listen: there is a valuable lesson here but, before I clarify it, please take a moment to read the current version of the personal letter that dragged in all that money. Here it is:

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Halbert's Inc.
3699 Ira Road
Bath, Ohio 44210

C. P. Haslinger
2524 Ira Road
L
Bath, OH 44210

Dear Customer,

I thought you would like to see what our newest product looks like so I am sending you the enclosed snapshot. It shows my own Taylor Coat of Arms, authentically reproduced in the original heraldic colors.

We call this handsome wall plaque the "Classic Plaque." It is a beautifully designed product measuring 14-1/2" x 17-1/2", has a walnut stained finish and a three-dimensional hand carved effect.

I am writing to make you this very special and unusual offer ...

Since this is a new product we have chosen the Haslinger Coat of Arms to show off the quality of our new creation. We have made up three "Haslinger Classic Plaques" in advance for advertising and promotion purposes.

You can see our advertisement in House Beautiful featuring this plaque at $44.95. It is a bargain at that price. We don't normally have so called sales nor do we offer discounts on our products. But since we have the "Haslinger Classic Plaque" in stock and ready to ship, I'd like to offer it to you at an honest reduction and with a "no risk," full satisfaction guarantee.

So if you would like to have this plaque to grace your home, or if you are looking for a never-before-given gift for a relative, you can have it for only $34.95. And that is a full and a big 22% price reduction.

To order, you need send no money. All you have to do is simply fill out and return the order card to me in the enclosed envelope. The return envelope needs no postage.

Just one thing. If you decide you don't want the "Haslinger Classic Plaque" - even at this bargain price - would you please drop me a note to let me know. That way, I'll have a chance to offer it to someone else named Haslinger, at this special price. I hope you order this magnificent plaque, but either way it would be a favor if you let me know within 15 days.

Thank you very much for being a customer.

Sincerely,

Sharon Taylor

Sharon Taylor

P.S. We regret that we have only three plaques at this special price, so we must accept orders on a first come first served basis. But remember, if you are not completely satisfied for any reason, you may return your order for a full refund or credit. Please see the order card for details.

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Interesting letter, isn't it? But what is equally as interesting, in my opinion, is what all this can teach us about what most catalog mailers do wrong. Namely:

THEY MAIL TOO
MANY CATALOGS AND
NOT ENOUGH SIMPLE LETTERS!

Hark unto me. When I told Ed Mayer (the "Dean" of direct mail) about my catalog experience, he said that if everybody who now mails catalogs, would instead build an individual direct mail promotion around their top items, then, they would make a lot more profit.

I agree. But that doesn't mean I think that everyone who mails a catalog should stop. Not at all. What I do think, however, is that most catalog mailers should look at their catalogs in a different light. What I mean is that instead of thinking of their catalog as their major profit center, these mailers should instead think of their catalogs as information gathering devices.

Let's say we've got a big catalog mailer who is going to push out say, about three million catalogs next year. In my opinion, instead of sending out three million catalogs, this mailer should mail about 300,000 catalogs. Next, he should analyze his response and then create a sales letter and a simple brochure (or maybe even just a color photo) describing each of the top sellers in the catalog. Then, these should be mailed as individual direct mail promotions at about three week intervals.

Look: it's my guess that most catalogs that feature a hundred or so items, they really only make a profit on the top 20 or so items. Therefore, I believe the catalog mailer who would normally mail 3,000,000 catalogs, should mail only 300,000 and find out what his best 20 products are and then create a DM package on each of those winners and stop wasting any more money on advertising the losers.

Capish?

Now, here's some odds and ends I need to clean up:

Item #1: I am truly a lousy proofreader. Paulette usually does it for me. But last month, she didn't know I was going to mention her in the letter and I wanted to surprise her so I proofread the thing myself. And this resulted in the most embarrassing and hilarious typo of my career. I'm talking, of course,

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about how I wrote I was going to try to "flatten your wallet" when I meant to say "fatten your wallet."

Oh brother!

Item #2: One of my subscribers has sent me a copy of the book "The First Hundred Million" and thus has got himself a lifetime subscription to this letter. Well, he's found a couple more copies. They're expensive. But, believe me, they are worth it. If you're interested, give me or Paulette a call and I'll give you his number.

Item #3: Speaking of expensive, Joe Sugarman is giving a four day seminar that costs $3,000 to attend. You've seen Joe's work whenever you travel by air. He's the guy who owns JS&A and he runs ads in all the inflight magazines. Joe is a legend in our business. He is an absolutely brilliant copywriter and he has a keen eye for what the public will buy. If you can, I strongly advise that you go to his seminar even though the $3,000 tuition does not cover air fare, food or your hotel room. All you get for your money is everything Joe knows about direct response.

Which is a lot!

Oh yeah, you also get to be bored for a few hours by me since Joe has invited me to be his guest speaker.

This is a very small, very private seminar and it will fill up fast. It starts on Saturday, November 28, and runs through Tuesday, December the 1st. The location is the STOUFFER WAILEA BEACH RESORT on Maui, Hawaii. If you'd like to go, call Mary Stanke right away at (312) 564-7021.

Item #4: In an earlier letter, I recommended a number of marketing books that I think have invaluable info. Unfortunately, some of those books are rare and hard to find. One of the very best marketing books of all that I recommended is "The Robert Collier Letter Book" written by Robert Collier many, many years ago. Some of the language and colloquialisms are a bit dated but the marketing insights are as valuable now as the day the were written. I consider this book must reading. I have already read it several times and I intend to read it again and again.

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Well, guess what? One of my subscribers tracked down the book and liked it so much he bought the publishing rights! He's going to have fresh copies coming off the press (no editing, no changes, no deletions) in mid-November.

Call him now and reserve your copy. You're a monkey's uncle if you don't. His name is Carl Galletti and his number is (609) 896-0245.

Item #5: Just in case there are any nerds out there who are wondering if I am touting Joe's seminar and the above-mentioned two books because there's money in it for me, you are wrong!

I am touting these things because I passionately believe they are worthwhile.

Item #6: I am not happy with this edition of my newsletter. As I said at the beginning, this month my mind is elsewhere. Not only has Paul Michael passed away, I also have a relative (my Mom's sister) who has lung cancer. (I wonder, what kind of scumbag needs money so bad that he or she will still create ads for cigarettes?) Recently, Paulette and I were on a little bitty airplane piloted by a crazy Mexican pilot (no English) who damn near ran us into several mountains. We've also recently been 100 feet under the Atlantic Ocean whereupon another pair of scuba divers spotted an eight foot shark.

None of us can really quite believe we're going to die, can we? Somehow, we are going to be the ones that magically escape the dark fate that awaits everyone else. Or at least, you and I are going to be the ones who make it to 120 and then get shot by a jealous husband, right?

Well, I don't know. What with coked-up aircraft mechanics, insane Mexican pilots, sharks, lung cancer, AIDS, heart attacks (and, today's earthquake!) maybe you and I really aren't going to beat the odds. Maybe we should, you and I, start focusing a little more on the things that really count like spending more time with our loved ones, letting our friends know they are valued and treating every living thing on this earth with as much compassion as we can muster.

Aw hell, it was just a thought.

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But anyway, as I said, I'm not completely happy with this edition of my newsletter and therefore, I've decided to send it to you free.

So, for whatever it's worth, count this one as a gift as I am hereby extending your subscription for an extra month.

I hope that's OK.

Sincerely,

Gary Halbert

P.S. I also hope it's OK that I can't think of a snappy title for myself this month.

P.P.S. But don't worry. I'll come roaring back next month. I promise. By the way, I didn't let Paulette proofread this letter either so it probably contains a jillion typos.

Nuts. Like I said, it's free.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Friday, 5:15 P.M.
November 6, 1987

Dear Friend & Subscriber,

It was a veritable orgy of ideas!

I'm talking, of course, about the first official Sir Gary of Halbert brainstorming session. Remember how I promised that 13 of the world's best minds would work on ideas and promotions sent in by my subscribers? Well, as it turned out, there were 27 world-class minds involved in the event!

It really worked out neat. Paulette and I rented the Sheraton Miramar's "conference bungalow" for two days and it turned out to be the absolute perfect place to hold a brainstorming session. For starters, the Sheraton Miramar is a beautiful, stately old hotel by the sea in Santa Monica that has been featured in several movies. And secondly, the conference bungalow itself was utterly charming. We had the whole room wired for sound and, on both days, for lunch, we had a deli buffet on the patio on the ocean side of the hotel.

It sure was good of me to spring for all this, wasn't it?

Actually, it was my pleasure and it was a genuine honor to interact with all those brilliant men and women. And besides, as you already know, I am truly a Prince Of A Guy.

So anyway, here are some thoughts that have stuck in my mind as a result of that two day conference:

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THE MOST COMMON FLAW of all the ads and DM pieces that were submitted is that many of them were difficult (some were borderline impossible!) to read. You wouldn't believe it: over and over we examined submissions that had the sales message typed or typewritten on a slime green background or some other off-the-wall color that created a near terminal case of eyestrain.

Listen dammit: use black type on white or yellow paper and don't mess with any other color combinations!

DON'T SEND A LETTER to do a man's job. Hark unto me: it has been said you can sell anything by direct mail. Well, that's sort of true. But really, when you're selling data processing services or some other high-ticket technical item or service, you can use a letter to pave the way but, at some point, you have to sub in a real live sales person.

Look: one organization sent in a direct mail package designed to sell utility companies on becoming part of an advertising network of syndicated statement stuffer ads. It's a good idea, a darned good idea, but how many utilities are there? Probably only a few hundred in all the U.S. And, since the universe is so small and each "sale" represents so much loot, the transaction must be consummated by a human.

You know, it seems to me that some organizations are "hiding behind their mail" because they're uncomfortable about making sales calls.

That shouldn't be so. If you've got something good that will really and truly benefit your prospect, he'll welcome a personal visit!

TYPING IS NOT WRITING: It continues to surprise me how many people think owning a personal computer or a word processor is an important ingredient in the success of anything. One subscriber, in fact, wanted us to brainstorm how he could use his PC to start a desk top publishing empire. You know what that's like? It's like someone saying, "Hey, I just got myself a typewriter. Now, tell me what else I need to become another Hemingway."

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How about half a brain?

There's a quote I like. It says, "Thought should be a guide to action, not a substitute for it." So it is with computers. Most people who want to write or publish and then get a PC, they end up spending all their time learning how to make it work instead of perfecting their craft.

Listen up: of all the ingredients necessary to becoming a good copywriter, a publisher or to become good at writing anything, a word processor or a personal computer is, by far, the least important ingredient in the entire equation.

I have spoken.

Here's a headline I like:

HOW TO GET ALL THE MONEY YOU NEED EVEN IF YOUR BANK JUST TURNED YOU DOWN!

A question: Does anybody know anything about some guy named Duvall and his "Mail Order Matrix?" That was a question that came up during the session and nobody knew anything about it.

Here's another headline I like:

17 STOCKS THAT ARE GOING TO DIE RIGHT BEFORE YOUR EYES!

FAX JUNK MAIL: Someone at the session (I think it was my kid, Bond) suggested to one of the supplicants that he should send his ads via FAX. Whoa! There's gonna be some hell raised about this. Just recently, in the L.A. Times, there was a story about a lawyer burning the midnight oil and desperately waiting in the middle of the night for someone to fax him a time-sensitive document. Finally, to his relief, the machine came to life and spewed forth a document. But alas. It wasn't what he was waiting for. No. It was a #@!*@# ad!

Tell you what, friends: we already invade their mailboxes, their phones, their homes and their airwaves

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but, ads by FAX will not be tolerated. The difference is, when you are receiving a fax ad, your machine is all tied up and can't produce those critical documents you are desperate to receive for which you bought the machine in the first place.

Back off!

IT'S NOT NICE TO FOOL FATHER HALBERT: "I'll show that insufferable egomaniac. I'll send him and his roundtable something that's working like crazy and then reveal what fools he and his "Genius Network" are when they tear my masterpiece apart."

It didn't work, Joe England, Bud Jennings, Don Beaver, Richard Potter, (thanks for coming), Dennis Spake, Russell A. Whitney, Fred Rowe, Tom Liquori, (good having you there), Gary Marguls, Gene Dowdle, Michael Duclos and all you others who tried to pull one over on 'ol Guru Gary.

HOW TO GET A DOCTOR TO read your mail. Nowadays, many doctors sort through their mail before they let their staff touch it. What are they looking for? Letters from attorneys! They don't want their staff to know about any pending malpractice suits or stuff like that. So, if you are writing to a doctor and you can come up with a legitimate reason to have your sales letter come from an attorney....

Dear Dr. Jones,

As an attorney who has filed suit against 300 of your fellow practitioners, I thought maybe you'd.....

....then maybe you will at least get your message read.

BERNARD GETZ MASKS? Gary Walterschied thinks they could be sold to people who ride the subway.

AN IMPORTANT SUGGESTION for catalog mailers: your front cover (and probably your back one too) should contain teaser copy instead of graphics. For example:

* **L.A. Doctor Discovers**
New Way to Lose Weight (see page 17)

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* **Amazing New Sunglasses Improve Your Mood** (see page 4)

* **Wierd Device From NASA Research Makes Your Car Get 200 MPG** (see page 22)

etc., etc.

How about this: how about getting one of the big compilers like Donnelley or Polk to give you a kick-out of people who own a specific make and model of car and then send those people a letter with a headline that says:

HOW TO GET THE MOST OUT OF YOUR '57 CHEVY!

or your 1983 Buick?

or whatever?

And then, of course, you sell them a book or a mechanical device that fulfills the promise in your letter.

You like that one? I do.

GETTING YOUR PRODUCT featured in the movies: It may be easier than you think, Call Don Camp, mention my name, and see if he can help you.

(213) 281-6970

How about this for a headline for a real estate course?

HOW TO BEAT THE OTHER VULTURES TO THE WIDOW'S DOORSTEP!

SELL THE DESTINATION NOT the trip: Much of the advertising sent to me for brainstorming had the serious (and perennial) flaw of extolling features to the exclusion of benefits. Listen: if you and your honey are taking a vacation to Hawaii, it's the part about the good restaurants and nightclubs and lying on those warm beaches that you fantasize about, <u>not the plane flight</u>, right?

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So, sell the rewards, not the tools.

SPEAKING OF HAWAII, Joe Sugarman's seminar has been postponed, probably until January. Joe called me a few days ago from a hospital. It seems he and his wife were hit head-on by a speeding drunk driver. Punctured lung, broken leg and other assorted injuries.

Damn it to hell, anyway.

WANT TO KNOW how to write successful bullets? Get the advertising from Boardroom Books for "The Book of Inside Information."

SAY, DID YOU KNOW you can now buy disposable videos for about $5.00? If your prospect has a VCR and you have a complicated story about a high-tech product, you might consider this option.

HEY, HERE'S ANOTHER TV related idea that is new to me. You know how, when you stay at a hotel, you can pay to see certain movies instead of the free regular programming? Well, according to Ken Kerr, some localities have "Pay for View" TV where people can pay to get your 30-minute program (commercial) on how to lose weight or play better golf or what have you.

Hmn?

THE READER'S DIGEST PENNY MAILING: Here's a story I told the group that was told to me by the late, great Ed Mayer. Many years ago, the Reader's Digest was selling for a price that ended in 98 cents. I don't know if it was $1.98, $2.98, or what. No matter. Anyway, somebody came up with the idea of sending a letter with 2 pennies taped to the top and the message, "We're so sure you'll want to subscribe, we are taking the liberty of sending your change in advance."

How did it do? The results were breathtaking! This campaign worked so well the Digest had to get the Denver Mint to create a boxcar full of new pennies. The mailing eventually became so massive that the nixies (each containing 2 cents) were worth 10's of thousands of dollars.

But there was a problem. The Digest discovered it cost more than 2 cents to open, remove and account for the pennies inside each returned letter.

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And, since it's against the law to destroy money, they couldn't just throw the nixies away.

So what they did is this: they hired the local boyscout troop to open the letters and remove the pennies. And the scouts got one penny and the Digest got the other.

And that's how the Boyscouts of Pleasantville, New York paid for their new brick clubhouse.

I wonder? Could this be done once again by another publisher?

YOU BET IT COULD!

And, I also wonder, what if somebody got real daring and sent a $5.00 bill to 1,000 of the best prospects for his high-ticket product or service and weaved a story along those same lines? Hmn?

There's a lot more that came out in that two-day brainstorming session. You know, I sure wish <u>all</u> of you had been able to come. But, fear not. I'm going to do it again. Now listen: do <u>you</u> want to be at the next one? If so, raise your hand and let me know.

<u>Wow</u>! All in all, we brainstormed 99 different ads, direct mail packages and marketing ideas. All the way from stuff from the AAA and TIME-LIFE down to selling a keychain with a postage-paid return address.

THE TAPES OF THOSE SESSIONS CONTAIN <u>GOLD</u>!

There are about 10-12 hours worth of master recordings and I'm having them made up into a set called:

BRAINSTORM '87

or something like that.

There will probably be about 12 tapes in the set and all of the contributors (supplicants?), (victims?), will receive, free of charge, the individual tape wherein I and my "Genius Network" discuss his or her pitiful submission.

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I'm a sweet guy, ain't I?

However, if anybody wants the full set of tapes, they're going to have to cross my palm with silver.

Fair's fair.

Sincerely,

Gary C. Halbert
"The Goyem Guru
of Galloping Greatness"

P.S. I did a TV shoot with Elke Sommer a couple of weeks ago and, I have to say, she's a real **Princess** when compared to some of the other Hollywood types I've worked with.

P.P.S. Here's a little something from my "I told you so" department. According to a recent (11-2-87) article in the WALL STREET JOURNAL, a study by the Newspaper Advertising Bureau revealed that, in 1982, Americans threw away 57% of all direct-mail advertising they received.

Sounds horrible, doesn't it? But wait. That's the good news. An update of that same study shows that nowadays....

AMERICANS THROW AWAY
75% OF THE DIRECT MAIL
THEY RECEIVE!

Are you still mailing bulk without even testing first-class? If so, you've really got your head in the sand because the study mentioned above doesn't even take into account all the mail that the post office throws away!

Peace.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Saturday, 1:15 P.M.
December 5, 1987

Dear Friend & Subscriber,

Sometimes (in fact, often), in the press and crush of business, I forget my manners. There's no excuse for the delay but, herewith, I would like to offer public and belated thanks to: Gary Bencivenga for sending me a copy of Obvious Adams, Lee Rogers for the Thomas Hall Report on writing a sales letter, Dan Kennedy for the tapes on public speaking, G. Lee Roberts for a couple of the actual "Little Blue Books," and Frank Cawood for a magnificent bronze eagle.

Not to mention the legions of people who've written me nice letters.

Bless you all.

Also, before I get going this month, I'd like to answer a question here in print I am often asked by phone or letter. The question is: "Do you ever do any public speaking and what do you charge?" The answer is yes. I do quite a bit of public speaking and I do not charge a fee. What I do is I ask the sponsoring organization to pay my expenses (airfare and hotel) and to write a check, no matter how small, to the Children's Hospital of Los Angeles. I also ask that arrangements be made for my talk to be recorded and I want it understood that I own the rights to the recorded material.

All in all, I'm a rather cheap date.

Now, let's get down to business. Most of you who read this newsletter already know a great deal about selling via direct response. Now, let us suppose a newcomer comes to you and wants to know the single most important thing he could ever learn about this noble field of endeavor.

What would you tell that person? What, in your opinion, is the very most important consideration of all when it comes to selling via direct response? Or, for that matter, any form of selling? What should be the "cornerstone concept" of all our efforts? What is the one thing we can do that will dramatically energize all our efforts, keep us perpetually enthused, insure our unflagging interest, help us overcome all obstacles and objections and keep us smiling, bright-eyed and bushy-tailed all the time?

Is there a single principle that's that critical? A stand alone consideration that is truly supreme above all others? You bet there is. And, I can communicate it to you in just four words:

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SELL SOMETHING YOU LOVE!

Listen up: I get calls all the time from people asking for marketing help. I like getting those calls. I like helping people. I like showing off how smart I am. And I love all the cards and letters I get from people who've used my advice with enormous success. Like this one which just came in which says in part:

> "I took your first $1.00 letter, changed it around to the copy enclosed, and mailed it out to about 600 of my "best" clients. The only difference is that I sent a $2.00 bill instead of a one. Those 600 letters took in a little over 100 grand."

Think about it: one hundred thousand dollars from only 600 letters!

Now, the man who wrote that letter has a lot going for him. He's smart, he listens to other smart people (like me), he tests, he's willing to experiment, he's got a lot of marketing savvy but, most of all. . .

HE LOVES HIS PRODUCTS!

His name is Fred Rowe. He sells quality gemstones and because of his genuine enthusiasm for his wares, he maintains a non-stop effervescence that transmits itself to all his customers.

And so, because of all this, and because it fits into the context of what I'm trying to teach you this month, I've decided to give him a free plug which he really doesn't need. Therefore, if you are in the market for a diamond, a ruby, a red spinel (my favorite) or any other type of gemstone, I recommend you give him a call at (502) 338-2363.

But, of course, not everyone who asks me for help gets the same response. Sadly, quite a few of my calls are from people who are trying to sell something that sucks. A case in point: Recently, I got a call from a guy who's having trouble selling his little report on making extra money.

"Does it work?" I ask. "Do the people who buy your report get a good deal? Does it really help them make a lot of extra money?"

"Not really," says the caller. "It's basically just a bunch of hot air; just something I threw together because I know there's a market for this work at home stuff."

Well, at this point, I lose interest. Why should I care about this nickel-dime scammer and his dreary little report?

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How pathetic.

Now, if you are ever going to listen to me about anything, please, please listen to this:

NO ONE CAN EVER BE A SUCCESS WHO SELLS SOMETHING OF WHICH HE IS NOT PROUD!

Oh yeah, I know you know there are plenty of people who make plenty of money selling crap. So what? Money is only one (and truly not the most important) of all the ingredients that make someone a success. And making money (even millions) while losing your self-respect leads to a dry rot of the psyche and a constant patina of despair that dulls the fabric of your life.

What's that? You say I've babbled on enough about this? That you didn't subscribe to this letter for a lecture on integrity? You say you want me to get on with it and say something practical?

Alright. Alright. How about this? How about if I teach you how to create a damn near perfect product? Something you can sell for 20 times or more what you pay for it and still be giving full value? Something that's going to be so useful and so worthwhile your head will swell with pride and your wallet will swell with money? Not only that, this product is so wondrous that, if you already have a good product, this product will make your already good product even better.

And, more saleable.

In other words, what we're going to do here is create a product that will stand alone all by itself or else can be used to pump up the value of what you've already got.

Let's get started. Step numero uno is to make a rather comprehensive list of all the stuff you already enjoy. If I were to make such a list, an abbreviated version of it would include:

Self-Aggrandizement

Public Speaking

Playing with my two new kittens

Writing my newsletter

Daydreaming

Admiring myself in the mirror

Skiing

Browsing in bookstores

Scuba Diving

Buying surprise gifts for Paulette

Messing around with my boat (I just bought the original dive boat from the old TV series SEAHUNT starring Lloyd Bridges.)

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Watching my kids get excited about something. (It seems my son, Kevin, has really taken to video editing.)

Producing TV shows (I just produced my first one Friday before last and I loved it.)

etc. etc. etc. etc. etc.

Now, what you should do is make the same kind of list and make it very, very comprehensive. Take some time with this. This isn't some fatuous exercise. No. This is the critical first step to what can become an enormous marketing success!

O.K., now assuming you've made your list and reviewed it a couple of times, the next step is to take a trip down to your local library. I want you to ask at the reference desk for the following publications: **The Standard Periodical Directory** published by Oxbridge Communications Inc., in NYC, the **SRDS List Book** and **SRDS Business Publications** which comes in three volumes: Part I (trade magazines), Part II (classified), Part III (International Direct Response - mostly postcard decks), and the **SRDS Consumer Magazine Book.**

Now, compare your list of stuff you love with the classifications and indexes in all these books. What we're trying to find out here is a rough idea of how many other people share one or more of your passions.

What you're going to find is there is no readily assessable market that coincides with some of the stuff you love but there are scads of folks who share your enthusiasm for some of the other activities on your list. Let's say, for example, that you are just crazy about collecting antique sewing machines. Well, my friend, in this case you're going to find you are pretty much alone with this particular enthusiasm. On the other hand, if you, like me, like to ski, you're going to find that there are tons of other folks who share your interest. For example, a rather cursory examination of the above-mentioned reference works reveals the following:

Mailing Lists Available

1. Ski Dazzle Mailing List: Attendees at the Los Angeles Ski Show: All California names. Total available: 39,128.

2. Skiers by Age and Income: Buyers who completed a questionnaire stating their interest in skiing and giving information on their demographics and other lifestyle indicators. Selections available: sex, occupation, marital status, home ownership, credit card usage and ages of children at home. Total available: 2,640,622.

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3. Skiing Enthusiasts: This one's from Donnelly Marketing, the big compiler. Total available: 514,148.

Publications Devoted to Skiing

	Name	Circulation
1.	Ski Business	14,432
2.	Skiing Trade News	11,781
3.	Ski Magazine	440,083
4.	Ski America	400,000
5.	Ski X-C	160,000
6.	Skier Directory	160,000
7.	Skiing	440,537
8.	Skiing Utah	100,000
9.	Ski Area Management	3,624
10.	Ski B.C. (British Columbia)	75,000
11.	Ski Competition East	7,500
12.	Ski Industry Bulletin	12,000
13.	Ski Pro	(No circ. given)
14.	Ski Quebec	(No circ. given)
15.	Ski Shop Bible Industry Guide	(No circ. given)

And on and on and on. There's Ski Trails, Ski World, Skier of California, Skier's Advocate, Skiing in Europe, Sno-times, Southwest Skier, Student Skier, Sugarloaf Magazine and so forth, et cetera.

We have now done two very important things: (1) we have identified an area for which you have passion, and (2) we have verified that you have access to millions of other people who share your enthusiasm.

Sounds like a setup to me.

Onward to step #3. Hopefully, by now, I've got you wondering if it would make any sense for you to sell something that relates to skiing which interests you, as opposed to your current endeavor of trying to sell manure to the masses or whatever else you are doing that's boring you to tears.

Assuming all this makes sense to you, what in the world should you sell to all these people interested in skiing? Should you invent a new type of ski boot? Should you open a ski lodge? How about manufacturing ski clothing?

Whoa! You're making it too hard. Let's sell something else. Something easy. Something cheap. Something wildly profitable to you and enormously valuable to your customer.

But first, let's take a breather. I want to tell you a story. Once upon a time, I met a man in Miami who was assigned by a publisher to write a book on how to stop smoking without gaining weight. He told me the secret of the book (eating carrots, chewing gum, who knows?) could be explained in just a few pages. So, therefore, he had to add

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filler. Statistics on why smoking is bad for you. The story of Sir Walter Raleigh. The history of tobacco usage. And on and on.

Unfortunately, you see, when it comes to written information, much of America equates value with poundage.

What I'm talking about here, of course, is the dumb people of America.

But there's lots of smart folks out there too. People who realize that time is the irretrievable element. People who are mature and astute enough to trade money for time. And these folks want fast, accurate, stripped-down, no-nonsense information.

And, they're willing to pay for it.

Hmn? I've got you thinking now, haven't I?

Another side story: Gene Schwartz, the brilliant New York copywriter, once shared with me how he goes about creating an ad for a book. First, he hires someone to digest the book for him into what he calls a "dialogue." Then, sometimes, he has someone else digest the digest. And then he reads what's left and writes his ad.

I wonder? How many other people are there out there who, like me, often say to a member of their staff:

"Hey, read this for
me and tell me
what it says."

So, what I'm saying to you this month is this: (1) a stripped-down, accurate, hard-hitting report is the perfect product to sell via direct response, (2) the subject of the report should be something about which you are very enthusiastic, and (3)

**DON'T EVER SCREW AROUND
TRYING TO SELL SOMETHING
YOU'RE ASHAMED OF!**

Why should you? Aside from the obvious ethical considerations, you have literally millions of other options that will be infinitely more satisfying to your soul and your self-esteem.

Hey, you still with me? You are? Good. Not only are you a wondrously perceptive and gracious human being, you also seem to have the patience of Job.

So, let's create that report. On skiing. Here's how we do it: First, we trot down to our local library (I went to the one in beautiful downtown Burbank) and see how many books they have on skiing. (The Burbank Library has 41 in their card index.) Next, let's ask at the reference desk for the invaluable

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SUBJECT GUIDE TO
BOOKS IN PRINT

This is a huge, 2-volume reference work published by R. R. Bowker Company in New York City. It contains the title and other info on almost every book that is currently in print. (Once, I read every title in this reference and went into a bookstore in Canton, Ohio and ordered 605 books at one crack.)

So anyway, let's look up skiing and see what's listed. Hmn? Would you believe there are 130 titles?

Press on. Press on. Press on. Let's go over to the:

READER'S GUIDE TO
PERIODIC LITERATURE

And look up skiing. Where upon we will find there have been hundreds of articles written on this subject.

Now, let's go to the biggest bookstore in town and see what they've got. And let's get a hold of some of those ski magazines and check out the articles.

Now listen: What you do after this overview of all this material is you take possession of a bunch of it. You check out some of the books from the library, buy some of the books from the bookstore, locate and Xerox some of the articles mentioned in the Reader's Guide to Periodic Literature, you clip out articles from the ski magazines you learned about from the SRDS Book and the Standard Periodical Directory and so forth.

Now, lock yourself in a room and start reading.

And every once in a while, stop reading the ski stuff and start reading from your collection of headlines. You do have a collection of headlines, don't you?

And then go back to the ski stuff. And later back to the headlines. And then back to the ski stuff. And back to the headlines and. . . and. . . and. . .

BINGO!

Yeah! Somewhere in here you're going to have an "aha experience." That's where you say: "Aha! I've got a great idea."

And then you develop that idea into a written report that tells skiers something that would be really valuable for them to know. Maybe it's:

How To Ski Everyday
And Get Paid For It!

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- or -

10 Ways To Get Discounts On Ski Equipment!

- or -

How To Avoid Lift Lines No Matter How Big The Crowd!

- or -

17 Neat Ways To Ski Better Instantly!

Or whatever.

And you're on your way to making a lot of money by selling a product of which you are proud and which delivers real value.

Like this newsletter.

Merry Christmas and
God Bless You,

Gary C. Halbert
The Peewee of TV
(but wait till next year)

P.S. I met a guy in Akron, Ohio once who turned his passion for model airplanes into a 10 million dollar business. What he did is he had a bunch of middle-aged ladies making models of Piper Cubs, Cessnas and so forth and he sold the manufacturers of those planes on the idea of giving every new purchaser of a new plane an exact replica model the guy could take home and sit on his TV or to the office and display it on his desk. Neat gimmick, eh?

P.P.S. What's all that yammering and jammering out there from all you folks who already have a product you're proud of? Brighten up. Reading all this hasn't been in vain. You see, you should consider creating a report related to what you're selling and feature it in your ads and give it away as a premium. It'll serve two purposes: (1) it'll pump up your sales, and (2) if you're not already doing it, it'll enable you to measure the response of each of your appeals.

P.P.P.S. Hey, can you believe that the Subject Guide to Books in print lists 13 titles on skull abnormalities and deformities? Or that there is a news magazine for bingo operators? And at least two magazines (combined circ.: 42,808) for people who like to hunt for treasure?

See what happens when I get carried away?

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Wednesday, 9:57 A.M.
January 6, 1988

Dear Friend & Subscriber,

Please remove the stress control biofeedback card from the top of this letter and hold your thumb on the dark rectangle for a count of ten.

Now, remove your thumb and check the color in the rectangle to find out how stressed out you are at this very moment.

How'd you do? Are you calm, normal or tense? Or, worst of all, did you happen to get a black reading that suggests your frame of mind is about the same as a long-tailed cat in a room full of rocking chairs?

No matter. At least it's no matter if any of your stress is caused because you can't figure out how to make your direct mail more effective. You see, if you are stressed out for that reason, I want you to take the test again after you finish this letter because, by then, your stress level should be much lower. Why? The answer is simple: You see, you are about to learn one of my main secrets for pushing direct mail response to the outer limits of profitability by the intelligent use of what I call. . .

GRABBERS!

What's a grabber? Hey, I'm glad you asked. Enquiring minds really do want to know, don't they?

O.K., Buckwheat, a grabber is what I call something you can attach to the top of a letter that grabs your readers immediate attention and that he can then grab and remove it from the letter and hold it in his grubby little hand.

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In other words, a grabber is something that grabs a reader's attention and then turns him into a "grabbee" who grabs the grabber if your copy can weave an intelligent and compelling reason for doing so as I just did with you.

Oh hell, you know what I mean.

Now, listen up: Providing you've been using all the other techniques I've been revealing to you, (A-Pile, B-Pile, the "magic" sealed envelope, etc.), there is nothing I know of that can hype your response as much as a grabber.

How much profit can a grabber grab? I'm going to answer that question in just a moment right after I take another of my famous little "side trips" to give you a useful little nugget of information. Hark unto me. Listen: A short time ago, I ordered something published by. . .

The Dartnell Corporation
4660 Ravenswood Avenue
Chicago, Illinois 60640

called:

The Greatest Direct Mail
Sales Letters OF ALL TIME

- How They Were Created
- Why They Succeeded
- How You Can Create
  Great Sales Letters, too!

Buy this book! I forget how much it is but it's certainly not overpriced like all my stuff. And, it's great. It truly is a collection of absolutely superb direct mail letters plus, it has "Tips From The Experts," a collection of "Letter Leads" and another on "Letter Closes." This was all put together by a guy named Richard S. Hodgson who has done one hell of a good job.

My kudos.

However, after having said all that, I must also say that it seems to me that Mr. Hodgson seems to have inexplicably left out from his excellent compilation, what are, perhaps, the two most successful letters in all of direct mail history.

The first one was written by yours truly and it is the one-pager used to sell the family name, coat-of-arms research report sold by Halbert's Inc. The reason I think Mr. Hodgson should have included this letter is twofold: (1) it is, I

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believe, the most widely mailed (140 million, all sent first-class) letter in history and it produced a huge front-end profit and generated. . .

7,300,000 CASH
WITH ORDER CUSTOMERS!

And the second reason is, that by leaving this letter out, Mr. Hodgson has inadvertently hurt my feelings, a situation I am sure any sensitive truly caring person would be eager to correct.

Oh well, let me wipe the tears from my eyes so I can continue. O.K., more to the point of this month's subject, the second letter Mr. Hodgson left out is the most successful grabber letter of all time. You'll find it on page 394 in the chapter on SHOWMANSHIP of The Robert Collier LETTER BOOK. Here is what it says:

Dear Mr. Jones,

Here's a dollar. -- Yes, it's a REAL dollar -- nice and clean and new.

Keep it if you want to, after you've read this letter -- but I don't believe you will, then.

Here's what it's all about:

I've made an investment -- of a thousand dollars -- in human nature, human kindness. I've mailed a thousand dollars -- in a thousand letters to a thousand people picked at random. I have done this because I believe that everyone is really kind -- that no one is really heartless -- and that the only reason why folks do not help where help is needed is just because these needs are not impressed upon them hard enough.

And that's the mission of each of my thousand dollars -- to impress the importance of a need. This thousand dollars is my subscription to the Blank Hospital -- and I'm investing it in the belief that every one will bring back several more -- at least another -- with it. So our subscription, which I'm starting in this way, will be at least two thousand -- maybe five, for there's going to be a lot of you send a five or a ten or more when you mail my dollar back.

Remember -- both my dollar and your dollars go to help crippled children.

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Will EVERY ONE come back?

Are people really kind -- or REALLY heartless?

Sincerely,

And how much loot did this grabber letter grab? Here's the scoop right from the book:

> "That letter pulled better than a 90 percent response. The writer of it told me that from 175,000 letters mailed, he got back about $270,000, plus more than 90 percent of the dollar bills he had mailed out.
>
> But this was only the start. From the list of more than 150,000 people who gave that $270,000, further subscriptions were secured to the amount of some $10,000,000."

And, don't forget, we're talking about ten million dollars back when it was worth something because this letter was mailed. . .

MORE THAN
50 YEARS AGO!

And guess what else? This same letter was recently tested (with modernized wording) and once again got 90%+ results.

Hoo! Haa! Maybe we should look into this idea of attaching grabbers to letters a little closer, you think?

Now, as you probably have already guessed, my favorite type of grabber to attach to a letter is money. I use dollar bills, $2.00 bills, Japanese Yen, Mexican Pesos or whatever else makes sense. If it's a penny, the copy often starts like this:

Dear Friend,

As you can see, I have attached a bright, shiny penny to the top of this letter. Why have I done this? Actually, there are two reasons:

#1 First, since I have something extremely important to tell you, I needed some way to make sure this letter would catch your attention.

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#2 And secondly, since this letter concerns how you can make (or save) a lot of money, I thought using a penny as a little "financial eyecatcher" was especially appropriate.

Here's what it's all about. Etc., etc.

In the case of the Japanese Yen (a very light weight little aluminum coin) the second reason can be something like:

". . .and since what I'm writing about was discovered in Japan, etc., etc."

Or, in the case of the Mexican Peso, you start writing about how this once proud currency used to be the standard against how other currencies were measured but now it takes a wheelbarrow full of Pesos to buy just one Kruggerrand.

And then, of course, you go on to weave into your letter a story about the ravages of inflation and how it <u>really can</u> happen <u>here</u> and, of course, why if you buy the financial report or newsletter (or whatever) this sales letter is touting, you won't have to worry about such a catastrophe.

You know once I did a letter for my friend, the late Joe Karbo, that sold a system to beat the horses and I attached a $2.00 bill to the top of each letter which said in part. . .

". . .and I'm so sure this betting system will work for you, I've even decided to send you the attached two bucks with which to make your first bet. . ."

And so on. Enough about money. Now, let's see what else we can use for a grabber that has an almost universal application? Well, if you want to know about something else that nearly always works, try sending what is, or appears to be. . .

A GENUINE PHOTOGRAPH

Listen: You want to be a marketing hero to yourself, your company and/or one of your clients? Try this: if your DM sales piece currently includes a brochure, eliminate it from the next mailing and, instead, send what appears to be a homemade, amateur Polaroid or 35 millimeter photograph. Perhaps you are sending this photo because this is a brand new product and you wanted the reader to be among the first to know about it and you

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didn't want to delay getting the scoop to him until you had brochures printed up. Maybe the photo is of you or whomever else is signing the letter because, as you explain in your letter, you're an old-fashioned guy who believes people ought to at least be able to know what a person looks like if they are going to do business with him. Maybe the photo is of a special part of the product you are selling that helps you explain (and your reader visualize) why your product works so much better than the products of your competitors.

Whatever. The main thing is that by sending a photo (very personal, very human, very warm) instead of a printed brochure (very impersonal, cold and technical) your letter will be humanized and that, my friend, is what catapults direct mail response to levels virtually undreamed of by most "experts."

Want another idea? You do? You're truly a greedy little mind sucker, aren't you? Well, good for you! Let's see, what could you and I use for a grabber if we were trying to sell beachfront condos in Maui? Hmn? How about attaching a little plastic baggie filled with sand and sending out letters that start like this:

Dear Friend,

See that little baggie stapled to the top of this letter?

You want to know what's in it? Well, let me tell you, the contents of that baggie is something that's rapidly becoming one of the rarest and most valuable substances on earth.

In fact, it is earth. Or rather sand. Sand from tne most exclusive beachfront property in Maui which is rapidly disappearing...blah, blah, blah, blah, etc., etc.

Zowie! I'm really on a roll now, ain't I? Let's see now, what kind of grabber could we use if our brain energy is at an extremely low ebb (a condition very common to advertising people) and we can't think of anything especially applicable but we want to use a grabber anyway? Hey, I know! How about sending a real, live. . .

FIRST CLASS POSTAGE STAMP?

No. No. No. Not on the reply envelope. I'm talking about attaching the stamp to the top of the letter so then you can write something like. . .

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Dear Friend,

As you can see, I have attached a $.22 first-class stamp to the top of this letter.

Why? The answer is simple.

You see, I've got a proposition for you and I need an answer right away. So please, as soon as you finish this letter, remove the stamp and put it on the enclosed reply envelope and mail me your answer immediately.

Here's why it's so important. Blah, blah, blah, etc., etc.

Use your imagination. Send a couple of aspirins "because the first part of this letter is going to give you a headache" and then, later, your letter will present another solution for the headache, more permanent than aspirin. Send a feather... "can you imagine having to use this instead of a word processor to create your next business report?" Send a little lump of coal in a baggie..."ever see a diamond before it was old enough to sparkle?" Send a...Oh nuts, if I haven't got your mind in gear by now, you're hopeless.

But you're not hopeless, are you? No sir, you're one of my subscribers who are (truly) among the smartest people in the world like, for instance, Don Clifton, a realtor in Spokane, Washington who sends a letter with a $1.00 check attached that has several survey questions printed on the back, questions that help him qualify people as to whether or not they could use a speaker to inspire and inform people who work as real estate agents. The way it works is you tick off your answers on the little squares next to the questions on the back of the check and then you deposit the check. And then, when the check comes back with Don's bank statement, he'll know some useful stuff about you and when he contacts you again. . .

YOU'LL DAMN SURE REMEMBER HIM, WON'T YOU?

So far, he's got 538 back out of less than 1500 mailed and each of his check statements brings more hot leads.

Isn't that a neat idea? Of course, in the next few months or so, I'll get real "creative" and maybe figure some way I can take credit for this little gem.

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Why not? I've always suspected I might be missing some thrills by being an original instead of a thief.

Sincerely,

Gary C. Halbert
A.K.A.
"Gary the Grabber"

P.S. That little stress control biofeedback card is truly a humdinger of a grabber and, considering how much they could pump up your results, they're pretty cheap. The way you get them is by calling Steven A. Bair at (714) 841-8989.

P.P.S. If you're mailing really a lot of letters and you need pennies or any other type of coins attached in huge numbers, call Steve McClenehan for this and other types of first-class letter shop work at (213) 634-6484.

So, that's it for this month except for one admonition:

DON'T MISS NEXT MONTHS LETTER -- WHEN YOU GET IT READ IT IMMEDIATELY BECAUSE IT WILL BE, BY FAR, THE MOST IMPORTANT ONE I'VE EVER WRITTEN!

Peace.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Saturday, 9:00 A.M.
February 6, 1988

Dear Friend & Subscriber,

I'm in danger.

This is <u>really</u> true. It's not an opening statement I'm using for shock value. No. It's not a joke either. Or a clever prelude to a marketing lesson. The alarm bells in my head are clanging and shrieking, stridently demanding attention.

Why? Listen: I've been on an especially hot roll lately and it's starting to go to my head. For one thing, I've just produced my first TV show (it's about the Beverly Hills Medical Diet) and I think it's a very good first effort. For another, I've just beaten one of my old direct mail control packages and now my client can profitably <u>double</u> his mailing schedule.

And he was already mailing
700,000 pieces per month!

And so on. But, best of all, as far as my ego is concerned, I just received a letter from a man named Drayton Bird who is the Vice Chairman of Ogilvy and Mather Direct in London. And, the reason that letter was so good for my ego is that he was writing to tell me that he is in frequent telephone communication with David Ogilvy and that Mr. Ogilvy has just sent him all back issues of my newsletter including what Mr. Bird refers to as the "brilliant" dollar bill acknowledgement letter. Mr. Bird wanted to know, among other things, if he could include some of my work in the upcoming new edition of his book called "Common Sense Marketing."

Well, I don't know about you but, for my money, David Ogilvy is easily the most astute advertising man alive and, to have captured his attention through these letters is the prize feather in my self-serving war bonnet of ego accolades.

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Except for the actual numbers that are produced by a good piece of marketing: those, of course, remain the supreme accolade of your work.

Or else the supreme indictment.

Have you ever heard of the Caples Awards? John Caples is one of my marketing heros, but the new wrinkle in the awards given in his name makes me sick. You know what some slobs have decided about the Caples Awards? It's this: the direct marketing piece in contention doesn't have to be a winner for the writer to win the award, it only has to be "creative."

Isn't that nice? It must truly cheer many a clients' heart, after being rendered damn near destitute by some fool's bird-brained, stupid ad campaign, to know that the writer won the "Caples."

Shame on everybody connected.

Forgive me, I digress. Anyway, to get back to what I was saying, if you were to visit my offices and look around and talk to the staff, you'd see pictures of me with some celebrities and clients, you'd see I have a loving and gorgeous woman, you'd see framed letters on the walls from subscribers and clients I've helped make a lot of money, you'd see me working with my children, you'd see all of us laughing and joking and having a good time while everybody works like crazy and, if you could also read my thoughts, you'd see a man (me) dangerously close to making one of the deadliest mistakes a man can make which is. . .

STARTING TO BELIEVE YOUR OWN PR!

This can be fatal. I'm not talking injurious to your business (although it can most certainly be that), I'm talking fatal, fatal.

Like once upon a time when it almost was for me. Listen: do you remember how, in my direct mail pitch, to get you to subscribe, I promised to write about "the dark side of success?" Well, it's time for me to do that. Therefore, this letter is not about how to improve your marketing or make more money. No, this letter is about how to keep your success from ruining your life as it almost did mine. If you have children and/or anyone else you love and, if you think there is value in these letters, this is the one, by far, that it would be the most important to let your loved ones read. What you are about to learn is just how dumb, foolish and ignorant a supposedly intelligent man (Ol' "Guru Gary") can be. But let me suggest something: before you smirk and get condescending about the stupidity I am about to reveal and say "that Halbert is really dumb, that stupid stuff will never happen to me," I suggest you listen to that little whisper in the back of your mind that says. . .

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Don't be too sure.

Don't be too sure.

Don't be too sure.

Let us go back in time to the first half of 1973. Back then I was truly living high on the hog. I had sold my half-interest in Halberts Inc. (the coat-of-arms company with over seven million customers) for a sum that translates in today's money to something like 2 to 2-1/2 million dollars. I also had my publishing company (Good News Incorporated) cranked up to where it was generating millions of dollars per year. I had highly profitable investments (sometimes my silver futures contracts would appreciate as much as $20,000 per day), I had a showplace home atop a hill, a condo in Fort Lauderdale, a boat in the Florida Keys, lots of hangers-on and, in general, I was. . .

A BIG FISH IN A LITTLE POND.

And believe me, I milked it for all it was worth. For example, whenever I found myself in a conversation with strangers and the conversation turned to money and everybody was trying to impress everybody else, I would always emerge victorious by using one of my conversational "toppers." Like so: if one of the group would ask me how much my income was, I'd say, "Oh, about 20 thousand, I guess." And then they'd smile and say, "Well, that's not too bad. I guess $20,000 a year is decent money for a young guy like you." And then, of course, I'd use my "topper" by saying. . .

Oh no, you misunderstood. My income is $20,000 per day!

You like that one? Did it make you smile a little? Pretty clever, huh? Actually, what it really demonstrated was my. . .

INSUFFERABLE STUPIDITY!

I'll tell you something: watch out for self-made guys in their 30's because many of them are just as insufferable (and dangerous) to themselves and others as I was.

Another example. Once upon a time, the First National Bank in Massilon, Ohio wouldn't even let me have a checking account because their credit research deemed me so unworthy.

Can you imagine that? A bank that says you're such a bummer they won't even let you deposit money?

So guess where I did my banking after I made my big bucks? You're right. Right there at the good ol' First National. And

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guess who, when the bank deposit was especially huge, made the deposit himself?

Bingo. You're right again. Picture this: it's about two o'clock on a Monday afternoon. The door to the bank opens and in walks what appears to be a young guy in his 30's who has been working on a road gang. He's wearing faded and torn blue jeans, a sloppy sweatshirt and he's carrying a canvas bag over his shoulder. He waits patiently in line and, when he gets to the teller, he tells her he wants to make a deposit. And then in full view of all the customers in the bank and its employees, this rather shabby-looking young man starts pulling out wads of checks and cash and stack them side by side a foot or so high in front of the open-mouthed teller.

Sort of asking for it, wasn't I?

Well, I got it and it went down like this: One day in the first week of July, 1973, just after dark, I went to get the groceries out of the trunk of the car. The car was outside the garage and, as I was coming from inside the house, I had to push the button that would open the garage door automatically. As soon as the door went up, I saw two figures standing outside the garage wearing ski masks. At first I thought they were kids and I started to bitch. But the complaint died in my throat as I discovered they were indeed adults and were both armed with .45 caliber handguns. Have you ever seen a .45? I carried one for three years when I was an MP and they are scary. Especially when you are looking into the business end of one of those monsters.

One of the guys marched me over to the air conditioner unit on the west side of the house just outside the garage and had me take off my glasses and give them to him. Then, he did something strange; he said to me very politely, "I'm putting your glasses here on top of the air conditioner so they'll be easy to find when this is over."

Then he marched me back into my house where his buddy had already subdued my wife, Nancy. Then they tied me up, blindfolded me, gagged me and put me inside a canvas sack.

They also did all this to Nancy except they didn't put her into a sack.

Then, they ransacked the house. They took our "emergency" silver coins, they took a cherished heirloom ring that Nancy had been given by one of her favorite relatives and they took sacks of mail all containing checks from our recent full page ad in Parade Magazine.

At this point, Nancy said, "Gary, do something! They're even taking the mail!"

But what was I to do while all tied up inside a canvas bag?

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Anyway, they wanted more and they began to threaten us. However, after a while, they were convinced there was nothing else to get and they left, taking my car (a Cadillac naturally) and all the loot they had gathered up including thousands of checks written to Good News Inc. which were worthless to them. By the way, before they left, one of them said, "This is what happens to people who make a lot of money and who live in a big house like this."

Have you ever had anything like this happen to you? I hope not. It's unnerving and much more so than you would think. You know, we're all so used to watching TV that we sort of get the impression that, after a violent act, a person just gets up, brushes himself off and goes about his business.

Trust me, it's not like that at all.

I'm no stranger to violence and danger. I grew up in a town that was, during my youth, the most heavily industrialized per capita city on earth. I'm talking about Barberton, Ohio and, back then, it was sometimes, almost like a war zone. In high school, my buddy, "Pompadour Bill," and I would drive around in his father's car and we kept a German Luger and two knurled steel blackjacks in the glove compartment. Then later, when I was an MP, I was sent to Germany and my tour of duty consisted of breaking up massive bar fights and dealing with enraged servicemen and going up against everything from pocket knives to a lunatic with a double-barrelled shotgun.

But this was different. This was in my home, my sanctuary, my cave that was supposed to be my "safe place" and secure from the tigers and bears and demons of the night.

And <u>my family</u> was home!

Not only my wife, but my kids too, who were all (thank God!) asleep upstairs.

Anyway, for nearly a year after this, I could hardly sleep. I was already a heavy beer drinker back then and, after the robbery, I began to drink even more heavily. My work suffered, my business went downhill and I knew something had to change.

So, after a year, more or less, of living like this, I sold my business to a tall Texan named Jerry Antill for $15.00 and never bothered to cash the check. By the way, at that time, the business had over 1,000,000 customers and more than $60,000 cash-on-hand <u>plus</u> all its other assets.

What I did next is I moved my family to Los Angeles, California so my wife and I could become patients of the Center for Feeling Therapy which was formed by a group of nine psychotherapists who were formerly associated with the famed Institute of Primal Therapy formed by Arthur Janov.

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The founders of the Center for Feeling Therapy were acclaimed worldwide. They were supposed to be the best. They had been on 150 talk shows like Merv Griffin, Johnny Carson (I was in the studio audience), Good Morning America and all the others. They published endless learned articles and, I believe, four hardcover books. When Nancy and I signed up for this "therapy" it was our understanding that in about nine months we would be relieved of all our mental trauma and we'd be able to get on with our lives.

WHAT WE GOT INSTEAD WAS A THREE AND A HALF YEAR NIGHTMARE.

These so called psychotherapists, all licensed by the State of California, turned out to be the most sophisticated and manipulative mind-benders the free world has ever known. They nearly ruined the lives of hundreds of their patients. They were, (unknown to me at the time), sexually molesting some of the female patients while they were sucking money out of all of us with an efficiency that would've made even Jim Bakker envious.

They controlled your life. Everything from where you worked to where you lived and even to with whom you could sleep.

Let me take a moment here to say that, at this point, you may be saying, "How could any intelligent adult let such a thing happen? That could never happen to me." Well, what I say is you only ask for therapeutic help when you are very vulnerable so. . .

Don't be too sure.

Don't be too sure.

Don't be too sure.

By the way, all of those "therapists" were subsequently indicted by the California Board of Medical Quality Assurance and they went through the longest malpractice trial in California history and they all lost their licenses and were publicly shamed. If you are interested, you can read about it in the September 30, 1987 edition of the L.A. Times.

But anyway, I didn't get out of that "therapy" until January, 1978 and while I was in it, my mind was in virtually constant turmoil. And, while in the midst of this mental turmoil in 1976, I was approached by a couple of guys who wanted to go into the mail order business. The idea was to sell a book on "Proud Bi-centennial Americans" and also a decorative bi-centennial plate. The idea was I'd write the copy and put up the money and these two guys would run the business. Well, for a little while, things went fine. We mailed our sales letters, took in orders and started to produce the products both of which, incidentally, had to be personalized.

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Then, all of a sudden, everything went bad.

One of our big direct mail rollouts only produced a fraction of the earlier test results to that list. Also, all my income from other sources, for reasons not relevant to this story, almost dried up completely.

In a nutshell, what happened is we ended up with thousands of orders and not enough money to fill them all.

This was certainly a bad situation but it was, I felt, at least correctable. You know, at that time, a lot of people had come to know and respect me and I was pretty sure I'd be able to borrow enough money to fill all the orders and make things right.

Alas, this was not to be. What happened next is that one of our customers who had not received his order decided to complain and he did so to a local TV station. Well, as you know, the news media is ever hungry for bad news and they sent a camera crew to our offices. The resulting footage was not very dramatic but, when it was aired, we came to the attention of the postal authorities and soon thereafter two postal inspectors came to our offices. Soon they learned that, even though I wasn't the official owner of the business, I was, in fact, the "force" behind the company.

Which was true.

So they wanted to talk to me.

So, not knowing any better, I invited them to my house.

Big mistake. Real BIG! You see, at that time I was living at 637 Pacific Coast Highway, right on the beach in Santa Monica, California. My home was one of only 17 on that stretch of real estate (law forbids the building of any more) and it was truly fantastic. The house next door to me was formerly owned by Peter Lawford and it was the western White House when Kennedy was president. I'm not going to go on and on about my house but I will say it was perhaps the finest home I've ever seen. It had a 50 foot swimming pool and it later became the most expensive home in history ever to be sold at private auction.

So, in come these two postal inspectors, one of whom I can hardly remember and the other whom I'll never forget. The one I'll never forget was a tall, skinny guy with a scraggly mustache who had a look of deprivation about him. In fact, to me, he looked like a guy who'd never had a good meal or a good woman in his entire life.

And guess how he reacted to my home on the beach with its 50 foot heated swimming pool?

You know already, don't you? Let's just say he wasn't

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exactly overjoyed to see me enjoying the evil fruits of my capitalistic endeavors. During that first meeting, and during subsequent ones, he would slip in comments like, "Well, I guess I'll never know what it's like to live in a house like this." Or, "I'm sorry to have to ask you and your wife to ride in this plain old car but we can't all have Cadillacs."

And so on.

So it begins to look like this is really serious and it's not going to go away so my partners and I hire a lawyer. I can't remember his name. Actually, I only chose him because he was so handy as he was in the same building as our offices. After we explained everything to this lawyer he said it was obvious that none of us ever had any criminal intent (true) and that we should open our books and give the postal inspectors any info they wanted.

That was a big mistake. A real BIG mistake!

Look, being investigated is like being interviewed by a TV news team. In other words, if they find out 50 good things about you and one bad thing, it is only the negative that is recorded on their minds and has a chance of going on the air or in their reports.

We were indicted. All three of us. For mail fraud.

What happens next is the postal inspectors have a little chat with my two "co-conspirators" and it is explained to them that if they help the inspectors get me (Mr. Big) that they will be allowed to plead guilty to only one count of mail fraud and probably get a suspended sentence.

And, to their eternal shame, those two guys laid down and rolled over. And, in fact. . .

THEY WERE SO SCARED
THEY PLED GUILTY TO A
CRIME OF WHICH THEY
WERE INNOCENT!

Perhaps I'd better modify that "innocent" part a bit. According to the law, you are not guilty of any type of fraud, including mail fraud, unless you had "criminal intent." Well, let me tell you, neither those two guys (or me, for that matter) ever had one smidgen of criminal intent.

On the other hand, the mail fraud statutes are written so broadly it is difficult for anyone who has ever mailed a letter not not to be found guilty. It's so bad, in fact, that sometimes, it seems to me that anyone who has walked by, driven past, or flown over a U.S. post office is guilty. What this means is that, often, a jury does not have any real choice as to whether or not to find a defendant

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guilty. You see, what happens is that the judge will issue jury instruction that dictates the jury must find you guilty if such and such or so and so occurred.

And since those such and such's and so and so's are so broad in scope. . .

98% OF ALL DEFENDANTS ARE FOUND GUILTY!

Here's a side story. Once upon a time, in the San Fernando Valley, some paid arsonist torched a restaurant and a couple of people were killed. He was guilty of trespassing, breaking and entering, arson and murder.

AND THEY GOT HIM FOR MAIL FRAUD!

Cause somebody, to get the insurance payoff, sent the claim info by mail. And the prosecutors know, if they can't get someone for something else, they can almost always get anybody for mail fraud.

On with my story: So, here I am indicted for mail fraud and, in August of 1978, I went to trial. It lasted about a week and guess what was the most persuasive piece of evidence the feds had against me.

IT WAS MY HOUSE!

Yep. One of those zealous little public servants stuck a camera over the hedges on the beach side of the property, took a picture, had it blown up to poster size and then forced the jury all week to look at this photo of "Halbert's Beach Villa."

Know this: if you are a successful businessman, there is no such thing as a "jury of your peers." Basically, your fate will be decided by 12 men and women who are "have nots" and who believe all the "haves" got that way by being crooked.

I was convicted.

I was sentenced to 18 months but I was released on my own recognizance, pending appeal. The appeal took three years and, guess what?

I WON!

The trial was, in my opinion, a farce and, unbelievably, the 9th Circuit Court of Appeals seemed to agree. Now what happens when you win an appeal is you are back to square one. What that means is the government has the option of putting you on trial again,

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dropping the whole thing or else letting you plead not guilty to a much lesser charge.

That third choice, the "plea bargain" is, by far, the most popular choice. And that is what the government decided to do with me, to let me plead guilty to a misdemeanor and pay a fine or something. You see, by this time, the "news value" of "The Big Bi-Centennial Rip-Off" was non-existent and, after everything that came out in the 1978 trial, I think even the prosecutors no longer thought I was such an evil guy.

But this was not to be. And, according to my lawyer, it was because that "from hunger" postal inspector wouldn't let it go.

I don't know if that's true or not. But I do know this: the mental and emotional turmoil of being "in therapy" and fighting these mail fraud charges caused me to go broke around the time of the first trial. However, between 1978 when I filed my appeal and 1981 when I won it, I did something unthinkable:

I MADE A LOT OF
MONEY ALL OVER AGAIN!

And in 1981, when the postal inspector came out to serve me, I was then living at 201 Ocean Avenue in Santa Monica and I owned <u>two</u> apartments there (they're co-ops) which were both worth <u>a ton</u> of money.

Can't have that, can we? No Sir. So, in August of 1981 I go back on trial again. But this time I've got a new lawyer (wait'll you hear about all my wonderful lawyers) and I'm a lot more prepared and I think I'm going to win. The prosecution trots out the picture of the house again but, anticipating this, my lawyer and I have prepared what we think are effective counter arguments.

So, the trial ends on a Wednesday or Thursday afternoon and when the jury walks past me, they actually look friendly and that's a good sign says my lawyer. But the next morning as they walk past me and my lawyer, their heads are down and they won't even look at me and that's a bad sign says my lawyer.

And later, that afternoon, they find me guilty.

And, in an interview, what do they say as to why they found me guilty? "It's the house," they say. "Anybody who was really trying to do right and fill those orders wouldn't have lived in such an expensive house."

"But I thought we explained that," says my lawyer.

"Yeah, but just look at this article that is in this morning's Herald Examiner," says a lady juror. And she waved it in

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front of our faces and there was a three page article all about my house complete with pictures, the main one of which was the same one the jury had been forced to look at poster size all week.

What a strange coincidence. Here it is something like six years since I've lived in this house and the Herald Examiner which is a morning paper comes out with this long article about the opulence of the house and its furnishings and all the Rolls Royces and other exotic cars parked outside and so forth and it comes out just in time for the jury to see it. . .

AND TAKE IT IN THE JURY ROOM WITH THEM!

Incredible timing, right?

So we immediately ask for a new trial and I'll never forget the judge's face as he denies the motion muttering how he may be wrong but we've got to make sure the appellate court has enough work to keep them busy.

So once again I file an appeal and try to retain my sanity (I never did regain it) as I wait for the outcome.

This time it only takes 2-1/2 years and I lose; I don't see how but I did.

And on May 21, 1984 I reported to Boron Federal Prison Camp ("Club Fed") in the Mojave Desert to start serving my time. I'll tell you a little about that experience in a minute but first two more of my semi-famous "side trips."

First, I want to tell you a little about the seven lawyers I used fighting this nightmare. One of them was a respected law professor who wrote both of my appeals. Another was a Mormon who fought his heart out for me but could not overcome the impact of the newspaper story about my house. Another one did almost no preparation for my case and he was eventually disbarred. Another one is the naive, young guy who told me to freely give the postal inspectors any info they wanted. Another one was too busy laundering drug money to be of any real help to me and, besides, he was found shot dead in the Century Plaza shopping center while clutching a paper bag full of paper money. Another, reputed to be a "fix it" lawyer, was indicted along with a local judge for obstructing justice.

I SURE CAN PICK 'EM CAN'T I?

The seventh attorney was Howard Weitzman. Remember him? He's the guy who won for DeLorean and the only attorney in this story who I have decided to mention by name. You know, I really have a lot of respect for this guy. Here's why: When I asked him to do some post-conviction work for me he said. . .

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"Gary, you ought to get someone
else because other lawyers
will do it cheaper than me and
you don't have much of a
chance anyway."

I could hardly believe it; honesty from a lawyer? So I hired him, he gave it his best shot, I lost and paid him willingly and never regretted it simply because. . .

**HE WAS STRAIGHT
WITH ME!**

By the way, I talked to him on the phone from Boron the day after DeLorean was acquitted and I told him that, when the verdict was announced, the whole camp burst into applause!

Isn't this a bitch of a story? Hold on. You ain't heard nothing yet. Let's take side trip #2.

Away we go. After my conviction in 1978, while I was on appeal, I did some work for a publisher back east. What I did is I wrote a diet ad for him that featured a San Diego M.D. (a psychiatrist) that became one of the highest pulling ads in history.

Considering my situation, I was very careful about what I wrote. I checked and double-checked with the doctor to make sure the ad was accurate.

The money started coming in like crazy and the guy back east couldn't keep up with the orders. I literally begged him to slow down, to stop advertising till he got caught up. To no avail. He got thousands of orders behind, many of which were four months overdue. And guess what? Yep. He got indicted, I got indicted and the doctor got indicted. . .

On an ad I thought was "hound's tooth clean!"

Those indictments were later dropped but they massively interfered with my mental peace and also prevented me from bringing in character witnesses during my second trial.

Lord, love a duck; I was starting to feel like a one-legged man in an ass-kicking contest.

But so what? What can be learned from all this that is of practical value to you?

A lot. Assuming you don't want to be robbed, incarcerated or swamped with the emotional and financial trauma of litigation, I herewith offer 10 rules for your consideration:

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#1. STOP LIVING IN A DREAM WORLD

Stuff like this really can happen to you. People who never take any risks are boring cowards but people who take stupid risks are, in fact, stupid. Consider this: the news is full of stories about the dangers of AIDS yet, by far, the #1 and #2 most common and preventable causes of death in the U.S. are cigarette smoking and not wearing a seat belt. Yet millions of dummies still smoke and ride around sans safety belts while mouthing banal quips about how everybody has to die of something.

Trust me, Buckwheat, if you get lung cancer or permanently mangled and/or paralyzed in a car crash, the memory of all those cute little banalities you used to say will make you vomit.

And so it is with taking unnecessary chances in your advertising campaigns. No one is in complete control of his or her destiny but, for God's sake, don't beg for problems like I did. You'll get enough problems no matter how careful you are without insisting on having more.

#2. STOP LYING!

To your customers, to your partners or business associates and to yourself. If you lie in your direct mail letters and/or space ads or commercials, the one time you get caught may easily cause you more grief than it was worth for the hundreds of times you slipped by.

And hear this: In the last 1-1/2 years I've met three different people who routinely cheat everybody they do business with. Well, let me tell you, one thing I learned while serving time is that not everybody who gets cheated elects to right that wrong via litigation. Instead, many choose mayhem or murder. But you don't really believe any of those wimps you've ever shortchanged would do anything like put out a "contract" on you, do you?

Don't be too sure.

Don't be too sure.

Don't be too sure.

#3. IMMEDIATELY ACKNOWLEDGE EVERY ORDER YOU RECEIVE VIA FIRST CLASS MAIL!

Pound for pound and penny for penny, this is the most profitable point in all your communications with your customers. But profit is not the issue here. No. The issue here is staying out of trouble. And, believe me, nobody represents more "trouble potential"

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than a customer who has sent in his hard-earned money and feels it has disappeared down a rathole because no one ever bothered to confirm or acknowledge his order.

#4. FILL ALL ORDERS AS FAST AS YOU CAN!

Both times I got in trouble with the post office, it was because of unfilled orders. Had the orders been filled and filled promptly the ads and letters would most probably never been questioned. Whether a certain statement in an ad or letter is deceptive is often subjective. However, there is nothing subjective about an unfilled order.

You either did or you didn't and, if you didn't, you are begging for trouble.

#5. IMMEDIATELY GIVE A REFUND TO ANYONE WHO WANTS ONE!

Stop screwing around with this. If you say you'll give refunds, do it and do it promptly. If you don't, one day you may end up with a problem that can no longer be solved even if you do finally decide to make the refunds. The problem I'm talking about, of course, is the one where you become a convicted felon.

#6. IMMEDIATELY ANSWER ALL YOUR WHITE MAIL!

"White mail" is any written correspondence from a customer that does not contain an order; like requests for more info, requests for refunds, inquiries from BBBs and government agencies, etc.

Failure to communicate can lead to a loss of ability to communicate like, for example, when you're locked up.

#7. DON'T RUB YOUR WEALTH IN OTHER PEOPLE'S FACES.

Showing off is one of the "perks" of being a success. However, I'd like to suggest you avoid trying to impress people who are losers. Losers are bitter frustrated people who are constantly looking for new people to blame for their failures. And, if their bitterness becomes too intense and their focus settles on you, only trouble can result.

Go ahead and drive your Rolls to a meeting of the Young Millionaires Club but beware parking in the K-Mart lot.

#8. DON'T TRUST YOUR LIFE TO YOUR LAWYER!

I don't care if he's your brother, your father or your

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spouse. It seems to me that almost all lawyers are forced to have an "ethical bypass" operation as soon as they pass the bar. Question: What show has the most ridiculous premise of all shows on network TV? Answer: L.A. LAW. L.A. LAW always has a bunch of lawyers sitting around discussing lofty ethical considerations.

Are you kidding? That's not what lawyers sit around and gab about. No way. What they truly concern themselves with is...

MILKING MONEY FROM MISERY!

But what's the alternative? Well, what I suggest is, that in addition to your lawyer, you get some "reality oriented" advice from someone who has already suffered through whatever legal problems you currently have. Believe me, you can get more sound advice from a few intelligent ex-cons than all the lawyers in the world.

Hey, you want to know how you can tell when your lawyer is lying? That's easy. It's when his lips are moving.

#9. KEEP YOURSELF HEALTHY!

If you pump a little iron and run three or four miles a day, you'll unconsciously give off a different class of vibes that signal you're not a vulnerable wounded fish and easy prey for all the two-legged sharks of the world.

#10. KEEP YOUR SENSE OF HUMOR!

You think I've had it hard? Don't be silly. What I've endured is nothing compared to a kid born with AIDS, a man who has lost his family in an air disaster or any of a jillion other things that millions of people endure bravely every day of their lives.

Look, if history is any guide, none of us are gonna get out of this mess alive so we may as well have a few laughs along the way.

Want to know when you finally realize it really has happened and you really are incarcerated? It's when that big, ugly, muscle-bound guy across the hall informs you he thinks you're "cute."

Want to know when you know you've done too much time? It's when you're glad he thinks you're cute!

Thank God I wasn't in long enough to get to the second stage but, I'll tell you, I learned what it means to really miss your woman and I remembered why my nickname used to be "Goat Glands Gary."

Enough. Someone once said that every man's life has value if for nothing else than to be used as a bad example. Maybe that's

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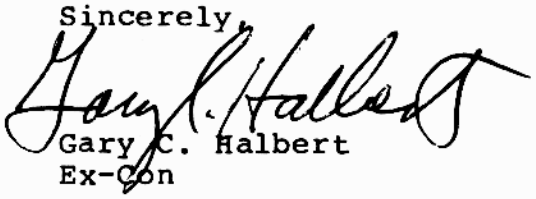
me. You're a dumb bunny if you follow in my footsteps. Instead, let me serve you another way. . .

LET ME BE YOUR
BAD EXAMPLE!

Sincerely,



Gary C. Halbert
Ex-Con

P.S. Are you one of those people who take chances because going to "Club Fed" sounds like a vacation to you? Trust me, there are a few things about it you won't like. For example, do you have a tendency to befoul the atmosphere and make funny little noises when you use the bathroom?

How wonderful! Just think, when you go to Club Fed you can "share" those quaint little personal eccentricities with dozens of other people everyday who will be going to the bathroom with you! And gosh, you can also enjoy all their quaint little personal bathroom habits.

Are you someone who values your privacy? Hmn? I wonder how you're going to like it when some hack tells you to "bend over and spread em" so he can explore your most private bodily cavity with his flashlight.

And don't think that, just because Club Fed is a camp, it only has white collar felons. That's not the case. There are also bank robbers, drug dealers, blackmailers, contract killers and many, plain old garden variety murderers.

Oh yeah, and there's one more bad thing about Club Fed.

YOU CAN'T LEAVE!

P.P.S. On the other hand, I think going to Club Fed was easily the most valuable experience of my life. One of the reasons is that, in a perverse way, it set me free. One day I was jogging and I suddenly realized I felt much lighter. Why? Because of lack of guilt. You see, I figured that serving time for something of which I was not morally guilty made me even. It made up for all those library books I never returned, the teenage girls after whom I lusted and I was even able to forgive myself for all those times I drove while drinking for which, in my opinion, I really deserved to go to prison.

Sometimes life evens things up, doesn't it?

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Saturday, 10:20 A.M.
March 5, 1988

Dear Friend & Subscriber,

I don't want to get mushy here but I would be truly remiss if I failed to acknowledge all the generous and heartfelt feedback I received from last month's letter. You know, I don't think anything I've ever written has generated so much honest emotion right from the very soul of my readers.

Thank you all.

O.K., enough of that stuff. Now, sharpen up and pay attention. Listen: did you ever wonder if maybe you're overlooking something very important in your advertising?

I bet you are. You see, if you're at all like most people there is a huge and vitally important advertising concept you never give a second thought. This is a secret so powerful that just being aware of it can hype the effectiveness of your sales campaigns almost beyond belief.

Don't worry. You're going to know all about it before you finish this issue. However, I think it'll be best if I sort of "sneak up" on it for a couple of pages rather than give it to you cold. That's the best way, I believe, to make it stick in your mind forever. Anyway, a clue to this secret lies hidden in the following four items of interest:

ITEM #1. A guy buys a beer joint that's doing a good business in a blue collar neighborhood. His first move is to decorate the joint and give it a little class and to lower his prices.

Can you guess what happens? It's quite simple. He loses most of his customers!

ITEM #2. People in a slum moan and bitch about their living conditions. The government steps in, tears down the slum and builds shiny, new apartment buildings into which the ghetto folks are allowed to live rent-free.

What happens? The ghetto folks spray graffiti on the walls, use the elevators as toilets and, in general, trash the building.

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ITEM #3. A guy who has never broken 100 is shooting a round of golf. After the first 9 holes, he notices he's doing exceptionally well and has only used up 36 strokes. And, if he keeps this up for the next 9 holes, he'll shoot par for the first time in his life.

What happens? On the back 9, he reverts to his normal game (and then some) and finishes the course in 103 strokes.

ITEM #4. A self-made Cuban with good self-esteem has all his property and wealth confiscated by the Castro regime.

What happens? The Cuban moves to Miami, starts a business and, within a short time, becomes prosperous all over again.

What does all this suggest? Actually, these little mini slices-of-life tend to confirm one of Halbert's Major Laws of Marketing which is:

HUMAN BEINGS WILL DO
ALMOST ANYTHING TO REMAIN
IN THEIR COMFORT ZONE!

Have you ever heard about the hierarchy of human needs? Maybe you studied it in sociology or psychology. Anyway, according to what you learn in college, the #1 human need is survival. After that comes sex. Then, further down the line is the need for an extended family, a need to contribute to society, etc.

I beg to differ. As usual, those college guys have got it wrong. I'll agree that the #1 need is for survival but #2 is not sex. No Sir, #2, just below survival, is the need for humans to remain in their own comfort zone. Not only that, sometimes this need is so strong, it actually eclipses survival.

An example: remember my issue on grabbers; those little devices you attach to a letter to grab your reader's attention. Well, there is more than one kind of grabber. For example, many restaurants keep a quite different type of grabber on hand. It's like a huge pair of plastic tweezers and it is used to grab chunks of food that get stuck in a customer's throat.

You see, many Americans, because of haste or denture problems, are often not able to properly masticate a mouthful of meat. So, when they try to swallow, the meat gets stuck in their throat, blocks off their air supply and, if not removed promptly, causes them to die of suffocation.

This is no laughing matter. It actually happens quite often. But, you know what? Whenever it does happen, often the

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suffocating person will be more worried about being embarrassed than he will about dying.

Same thing with heart attacks. Ask any doctor. Often a poor soul in the throes of cardiac arrest will say something like:

"Excuse me, I hate to bother
you but I think I'm having
a heart attack."

Very polite. Very eager not to make waves. Very concerned about not being too much of a bother to anyone. Very concerned...

**ABOUT NOT DOING ANYTHING
THAT WILL MAKE HIM
PSYCHOLOGICALLY UNCOMFORTABLE!**

Now, when you ask someone to buy your goods or services, you are asking him to disrupt his comfy routine. And, if what you're selling is new to him, you're asking him to do something very uncomfortable which is to make a decision that will alter his lifestyle.

And listen, it is just as uncomfortable to alter your lifestyle up as it is to alter it down. You see, in a word, the thing that's most psychologically uncomfortable for humans is...

CHANGE!

Any kind of change, good or bad. Which means you must use great skill in order to sell someone a new product or service. Most direct response advertisers don't acknowledge this. What they do is, they act like all their prospects are "already preconditioned" to buy their wares.

Which just ain't so.

Look, if you're a dope dealer and you walk into a room full of strung-out junkies, you can get away with a simple pitch like...

Hey scumbags! You
wanna buy some heroin?

And that's the way all too many folks in our business approach their would-be-customers -- as though they were already eager for what they're selling.

Let me tell you something: the average American is subjected to some 1500 sales pitches every day.

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HEY SCUMBAG! YOU WANNA BUY SOME HEROIN?

HEY DUMBO! YOU WANNA BUY SOME GOOP THAT GROWS HAIR ON BALD HEADS.

BUY PRODUCT X, IT'S CHEAPER!

HEY YOU! HERE'S YOUR CHANCE TO GET TIME-LIFE AT HALF THE NEWSSTAND PRICE!

ARE YOU FAT? OUR NEW PILL LETS YOU EAT LIKE A HOG AND LOOK LIKE AN ANOREXIC!

BUY PRODUCT Z, IT'S SMALLER!

BUY PRODUCT Y, IT'S BIGGER!

BUY! BUY! BUY! BUY! BUY! BUY! BUY!

And so on. No warm up. No dignity. No simple respect. No sales savvy, whatsoever.

Believe me, there is a far better way. Listen to this: it has been proven that music really does have the ability to elevate our mood. However, if you're in a sad mood, what you shouldn't do is start right out by listening to happy music. No. What you do is start out with music that matches your current mood and then, little by little, you elevate the mood and the beat of the music by degrees until your mood is where you want it to be.

If you don't, if you instead start with super bouncy music being played to a super depressed person, then the mood of the music and the mood of the person will be so far apart they will clash and you will not achieve the desired result.

In other words, if you want to warm up a room full of people, you achieve better results by gradually turning up a rheostat than you will by setting the room on fire.

Let's talk about tugboats. Hark unto me. When a tugboat goes out to rescue an ocean liner, the main thing the tugboat captain has got to do is get the two vessels connected with a huge steel cable perhaps half a foot thick. But how? How do you get half a ton of steel cable from one boat to another in the middle of a raging sea? The answer is simple. What you do first is, you take a thing sort of like a high-powered harpoon gun and you shoot a skinny, lightweight nylon or silk rope across the bow of the ocean liner. Then the guys on the ocean liner start hauling in the skinny rope which is attached (maybe 50 yards later) to a thicker rope which, in turn, is attached to an even thicker rope which is attached to a skinny steel cable which is

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attached to a thicker cable and eventually those ships are both connected to...

THE BIG FAT CABLE
THAT SAVES THE DAY!

I'm sure by now, my point is obvious. What I'm saying is you'll generally do better if you try to "reel in" your prospects than you will be shouting at them like some demented banshee. I've said it before and I'll say it again...

YELLING IS NOT SELLING!

Now, let's try and apply what we've learned here. Many years ago when I was selling the Americana Encyclopedia door-to-door, I was told to dress in a suit and tie, walk right up to my prospect's door with my briefcase in hand, knock loudly, grin like hell and paw the ground with my feet like a bull about to charge a red cape.

Standard sales technique.

But it wasn't for me. Nope. What I did instead was, I didn't carry a briefcase, I didn't wear a suit and tie and I didn't act like an "adrenalized positive thinker" raring to "bust" that door. I generally went to the door dressed in slacks and a short-sleeve dress shirt, rang the doorbell and then turned my back and. . .

WALKED AWAY FROM
THE DOOR!

So, what my prospect would see when he or she came to the door was a neat young guy with his back to her admiring the roses or the lawn or something. And then, the prospect (generally a woman) would say, "Yes?"

And I'd turn around and say, "Oh, excuse me, I was looking at your roses. Listen, maybe you could help me, I think I've got the wrong house."

"Sure. Who are you looking for?"

"The Mergatroid family," I'd say. "I've been asked to get in touch with them."

"This is the Mergatroid family," she'd say. "You've got the right house."

"Oh, good! Listen, can I come in and talk with you for just a minute?"

"Why <u>sure</u>. Come on in."

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Do you see the difference between the two approaches? The first way tenses people up. It immediately puts them on guard. The second way takes the "threat" out of the situation. It puts them at ease.

Remember this:

WHEN YOU WANT PEOPLE TO TUNE IN TO YOUR SALES PITCH, YOU'VE GOT TO START BROADCASTING AT THE FREQUENCY TO WHICH THEY ARE ALREADY LISTENING!

This proven principle has many applications. It suggests your direct mail advertising should be a low-key (but compelling) personal letter and not a drooling, high-gloss brochure. It says your ads should look editorial and non-threatening. It says you should mail postcards and invite people to call and listen to a recorded message.

Which is a lot less scary than talking to a live person.

It also means you should maybe consider doing more two-stepping than you do now. For example, I'm now in the process of expanding my subscriber base to include a lot of small business owners who are not usually well versed in the ways of high-impact direct marketing. And, one of the ways I'm trying to "rope these people in" is to start by running a small display ad in the business section of daily newspapers like the Los Angeles Times. Here's what the ad looks like:

Do you need more customers?
Hot New Reports From Top Ad Expert Reveal 5 Amazing Secrets!
1. What to write on a simple postcard mailing that will make people flood into your business!
2. How to mail up to 100,000 letters per week at no cost whatsoever. Not even postage!
3. How to get the name and address of every man, woman and child who is ever likely to become one of your customers!
4. How to get yourself and/or your business featured on cable TV without spending a penny!
5. How to make your ad in the yellow pages 400% more effective, without making it bigger!
Call for free brochure.
(213) 273-7053

This then, is my "harpoon shot" carrying my skinny little silken cord across the bow of my target. What happens next is, when they call in, we capture their name and address and they receive a letter (reprinted on the next page) which is the "thicker rope" attached to my silken cord.

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February 24, 1988

Dane Spotts
Zygon Corp.
325 E. Hillcrest Drive #203
Thousand Oaks, CA 91360

Dear Dane,

I know that, as a businessperson, your time is very valuable. Therefore, I'm sending $5.00 with this letter because I'm writing to ask a favor and I want to pay for it in advance.

Don't worry. It's not very complicated and it won't take much of your time. All I want is for you to call me or my secretary and give me a decision on something after you read this letter. It'll only take a moment.

Anyway, the reason I'm writing is because you answered my ad today in the Los Angeles Times. I'm sure you remember the ad. It's the one that refers to the hot new reports I've created that reveal the following 5 amazing secrets:

1. What to write on a simple postcard mailing that will make people flood into your business!

2. How to mail up to 100,000 letters per week at no cost whatsoever. not even postage!

3. How to get the name and address of every man, woman and child who is ever likely to become one of your customers!

4. How to get yourself and/or your business featured on cable TV without spending a penny!

5. How to make your ad in the yellow pages 400% more effective, without making it bigger!

Listen: these reports are free. You get them with a trial subscription to my newsletter and, you get to keep them even if you decide to cancel your subscription.

Won't you please give my proposition your immediate attention? All the details are inside the sealed

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envelope I've enclosed with this letter.

By the way, just in case you think I'm some small-time guy who doesn't know his stuff, consider this: over the years, my clients and subscribers have included:

Ernest & Tova Borgnine	Dun & Bradstreet
Jay Abraham	Mark Haroldson
ITT Financial	Suarez Corporation
Vikki LaMotta Cosmetics	Prentice Hall
Wang Laboratories	McGraw Hill
CareerTrack Seminars	KCI Communications
CUNA Insurance	Fuler Enterprises

Plus, many others who names are right out of the FORTUNE 500!

So anyway, please do me this favor. Just look over the material in the sealed envelope and then call my office. If you decide you are not interested simply ask for Miss Fletcher and tell her to take your name off our mailing list.

On the other hand, if you are going to subscribe, I'd be honored if, when you call, you would chat with me personally for just a few moments.

Either way, thanks for your time.

Sincerely,

Gary C. Halbert

P.S. Look, I know you don't need $5.00 but it was worth it to me if I was able to catch your attention. So, please feel free to keep my fiver and buy flowers for your sweetheart or perhaps give it to charity. All I can say is thank you for reading this letter and giving it your prompt attention.

P.P.S. By the way, my phone number is (213) 273-7053. It would be a big favor to me if, not only would you call today but, if you would call even if you are going to subscribe by mail. Thank you.

And, what's inside the sealed envelope referred to in my "thick rope" letter? Aha! It's nothing less than my 8-page, hard-sell "steel cable" subscription letter.

Now, don't you think this approach has a better chance of working than me running an ad for marketing neophytes that screams out something like...

HEY, STRUGGLING BUSINESS PEOPLE!
YOU WANNA SPEND $195.00
TO LET SOME EGOMANIAC
TEACH YOU HOW TO ADVERTISE?

It's no contest. No contest at all.

Sincerely,

Gary C. Halbert
AKA
"The Benevolent Ambusher"

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P.S. Recently, I had the pleasure of speaking with a really sharp 74-year young gentleman by the name of Bill Carroll. Bill's from Dallas, Texas and back in 1968 he wrote a letter that is an absolute masterpiece. The letter was to top execs and it was designed to get leads to sell office trailers.

Now, I dare say if you'd run his "rope 'em in gently" letter by any ad agency in America, they'd tell you this folksy, low-key approach doesn't have a chance.

Oh yeah? It pulled in 31% and $1.2 million worth of trailers were sold because of that letter! Check it out; it's right below.

W. H. CARROLL 11680 HARRY HINES BLVD. DALLAS, TEXAS 75229

April 5, 1968

Mr. J. W. Scallan
Executive Vice President
Pullman Incorporated
200 South Michigan Avenue
Chicago, Illinois 60604

Dear Mr. Scallan:

My wife (she's a school teacher) said I shouldn't write this letter. She said when you write to a big outfit you should write a real formal letter on fancy stationery. She said you wouldn't answer it.

Maybe she's right. She's smart...has a Master's and everything. Me? I was lucky to squeak through a little cow college in West Texas.

I sell American office trailers. You know the kind. Outside, they look like mobile homes. Inside, they have built-in desks, plan tables, washrooms...the whole bit. They're mobile offices, sell at a fair price.

No, Mr. Scallan, I'm not trying to sell you a trailer. You don't bother with nit-pickin' stuff like this, but somebody in your company buys or rents trailers from time to time.

Big outfits like yours with lots of divisions and branch offices may have a dozen men who buy or rent trailers. I'm referring not only to the purchasing agents, but the project managers, engineers, the "wheels-in-the-field" who use these rigs.

My problem is this. I'm on the outside, looking in. Who to contact? Who to put on our mailing list, mail our specs and prices to?...besides the P.A.'s, that is.

I just need to know who these men are--names, titles, where they hang their hats. Will you tell me?

If my wife is right, you'll drop this in the permanent file.

If I'm right, a memo from your assistant will tell me who I need to contact. I'll mail them specs and prices. When they need a trailer, they can phone me.

You're sitting in "Solomon's Seat". Is my wife right, or am I?

Sincerely,

Bill Carroll

718 Westwood
Richardson, Texas 75080

P.S. If she's right, would you mail the info to my home so I can show her!! If my wife is right——— Aw, forget it!

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Monday, 7:05 P.M.
April 4, 1988

Dear Friend & Subscriber,

Hey, you remember last month how I revealed to you how I was offering five free reports as a "bribe" to get people to subscribe to this newsletter?

What's that? You say you do remember? Good! Since that's the case, you may also remember that those free reports reveal the following five powerful secrets:

1. What to write on a simple postcard mailing that will make people flood into your business!

2. How to mail up to 100,000 letters per week at no cost whatsoever. Not even postage!

3. How to get the name and address of every man, woman and child who is ever likely to become one of your customers!

4. How to get yourself and/or your business featured on cable TV without spending a penny!

5. How to make your ad in the yellow pages 400% more effective without making it bigger!

Well anyway, the reason I'm reminding you of all this is because so many of my current subscribers have been phoning the office here and wondering what they would have to do to get those five free reports.

It's very simple. All you have to do is ask. Just send me a letter telling me you want the reports and I'll send them out to you immediately at my expense. And, although it's not necessary, if you happen to have anything nice to say in your letter that I could use as a testimonial, it would be greatly appreciated.

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Why am I doing this? Actually, there are two reasons. The first reason is (as I've been telling you over and over), because I am truly a. . .

PRINCE OF A GUY!

And the second reason is that I'm "hoping" to get a testimonial from you because repeated testing over many years has proven that good testimonials almost always improve results.

Now, don't you think about all of the foregoing was a pleasant (but rather adroit) set-up for the subject of this month's letter which is. . .

TESTING TESTING TESTING TESTING TESTING

"To be the best
you've got to test.
It ends all debates
and gives your mind a rest."

Let's say you've got what you think is a great new idea that might make you lots of money. Let's say you've invented a new kind of "unlosable" golf ball that has a built-in electronic beeper that you can activate with a tiny transmitter you wear around your wrist like a Dick Tracy Radio Watch.

Sounds neat, doesn't it? You slice your ball off into the woods and then, instead of poking around blindly trying to find it, you simply activate the beeper and the little cricket-like signal leads you to the ball.

Your ad agency howls with enthusiasm. You're gonna make millions. But first, they say, you've got to do some market testing. You've got to test media, markets, price, and package design; whether to offer the balls in packages of three or packages of eight; a two-page letter, a 4-page letter, or a 6-page letter; you've got to test whether the balls should be conventional white in color or perhaps orange or yellow or some other color.

And so on.

Let me tell you something. All this advice is. . .

STUPID! STUPID! STUPID! STUPID!

Firstly, all this testing will cost a fortune and secondly, at <u>this</u> stage, you only need to test to find the answer to <u>one</u> single question which is. . .

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DOES THIS IDEA
HAVE ANY MERIT WHATSOEVER?

You'd be surprised how many "great" ideas have no market viability whatsoever. Recently, for example, I mailed a "can't fail" direct mail promotion to 2,600 California used car dealers. Here is the first page of the letter I used.

* GREAT HEADLINE!

* GREAT OPENING SENTENCE!

* TELLS IT LIKE IT IS!

* MAKES IT SEEM EASY!

A world-famous advertising expert reveals . . .

How To Double The Size Of Your Used Car Business In Just 7 Weeks!

* SMOOTH, POWERFUL COPY!

* RIGHT ON TARGET!

* SHUCKS RIGHT DOWN TO THE CO

Thursday, 12:35 P.M.

From:
Gary C. Halbert (213) 273-7053
8033 Sunset Blvd.
Los Angeles, California

Dear Friend,

Can your used car business handle hundreds and perhaps even thousands of new customers?

If so, this may very well be the most exciting letter you will ever read. Why? The answer is simple. You see, I am writing to tell you about a rather amazing way to increase the size of your used car business and, quite possibly, triple your before-tax profits!

Keep reading. I think you're going to love this letter.

Anyway, here is what it's all about. Listen: In the next few days, I am (with your permission) going to send you a free copy of an exciting report called:

WHAT TO WRITE
ON A SIMPLE POSTCARD MAILING
THAT WILL MAKE PEOPLE
FLOOD ONTO YOUR CAR LOT!

Advertising campaigns do not have to be expensive. No. Believe it or not, you can get more customers with a cheap, simple postcard mailing than other people (your competitors) get with an expensive, full-color, full-page newspaper ad.

But you've got to know exactly how to do it. You know, it took me 15-years to discover this neat little trick. But now, by reading my free report, you can learn how to use this dirt-cheap little money-maker in just 15-minutes.

But, believe me, you better be ready because this is one promotion that will make people flood into your business!

Why am I going to send you this report and why am I sending it FREE? The answer is simple: It's a bribe! It's a shameless

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And guess what happened? Yep. They stayed away in droves! In fact, so far, just one used car dealer has been smart enough and had enough "hustle" to respond to my pitch. Now, that particular car dealer is one smart cookie and he's probably going to make a lot of money because of reading my material but, the point is this. . .

WHAT I THOUGHT WAS A SURE THING WAS, IN FACT, A TOTAL BUST!

But I found out cheaply. It ran about $1,300.00 to mail those 2,600 letters to those used car dealers and now I can go on to something else.

Hear this: Most new marketing ideas fail. That's OK. You just keep swinging the bat till you hit a home run and then, once you've got your winner, you simply milk it for all it's worth. But, what's important, really important, is to find out if your idea has any merit as fast as possible! And, the way to do that is by. . .

GIVING IT YOUR BEST SHOT ON YOUR VERY FIRST TEST!

Let's go back to our "homing pigeon" golf balls. Here's how we'll give our first test our best shot. The first thing we've got to think about is what mailing lists we are going to test. There are many options. You could test the 434,000 names of prospective members of country clubs available from American Golf Lists. You could try a test to the subscription lists of the various golf magazines. Maybe there's a warranty card list of people who've just purchased golf equipment. There's also a list available from the Austad Company totaling several hundred thousand that has several interesting "selects." The description of the list in the SRDS Book says:

> "Mail order buyers of golf clubs and golf accessories, tennis, handball and racquetball equipment and other recreational items. 83% men."

Well, I'd call my list broker and see if he could get me the very best parts of that list. I'd tell him I want only the recent, direct-mail generated names of multi-buyers of golf equipment. And, if there are "hotline" names available (like people who bought golf equipment in the last 30-days), I'd tell him those are the names I want.

And, after all this, I'd tell my broker that these are the names I want unless he happens to know of an even hotter list of names who've bought golf equipment by mail.

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The point is this: I'd do everything possible to get the very best, very hottest names available for my first test.

Onward. O.K., now that we've identified our very hottest prospects, the next step is to determine the elements of our offer. I'm talking about price, terms and so forth.

Let's begin with price. For your first test, you should offer the lowest price possible with which you could conceivably make a profit. I don't know much about the wholesale price of golf balls but, let's say our cost of our new "radio" balls is $3.00 apiece and we're going to sell them in packages of six. That means our product cost is going to be about $18.00 and that we're probably going to have to pay another $3.00 or so for packaging, postage and handling.

The net result, of course, is that we've got to shell out $21.00 for every order we fulfill.

Now look, whenever I'm thinking about direct mail, I always mentally budget $.50 apiece for each letter I send out. Some of my mailings cost much more, some of them (created for my clients) are considerably cheaper but, just as a "ballpark" number to give us an idea of our total mailout cost, $500.00 per thousand letters mailed is not usually too out of line.

So, let's see what happens if we charge $69.95 plus $3.00 shipping and handling (total $72.95) for a six-pack of our golf balls. Since it costs us $21.00 to fill an order, that means on every sale we are generating a $51.95. . .

"CONTRIBUTION TO OVERHEAD"

Now, let's divide this $51.95 "CTO" into $500.00 which, as you remember, is our cost of mailing 1,000 letters. Hmn? According to my calculator, that means we've got to get 9.6 orders (let's round it off to 10) to break even on mailing 1,000 letters.

Well, that sounds "maybe doable" but, since we want to charge the lowest price possible, let's see how it works out when we charge only $39.95 plus $3.00 (total $42.95). O.K., subtracting our fulfillment cost of $21.00, that price leaves a $21.95 CTO on every order. And, by dividing $21.95 into $500.00 (our cost of mailing 1,000 letters) we find we've got to get 23 orders for every thousand letters we mail to make our nut.

Doable? Yeah, maybe. But I sure wouldn't be comfortable charging any less so, at this point, I think we've discovered the lowest price that even gives us a chance of making a profit.

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Now, what about terms? We can insist on cash-with-order, we can offer terms (half now and half later), we can ship COD, we can let them charge it to their credit cards or, we can do what we ought to do for this first test and tell them to. . .

SEND NO MONEY
WE'LL BILL YOU LATER!

What else? Well, for one thing, send the strongest piece of copy you can create, attach some kind of "grabber" (reread the issue January 6, 1988 issue of this letter) and always, always, test your letters. . .

BY FIRST CLASS MAIL!

Back to our golf balls. What's likely to happen here? Gosh, we're mailing to. . .

OUR HOTTEST PROSPECTS

at

THE LOWEST PRICE POSSIBLE

and allowing them

TO SEND NO MONEY

and sending

VERY STRONG COPY WITH A GRABBER

by

FIRST-CLASS MAIL!

Again, what's likely to happen? It's this: we'll probably fail. Yep, even after all this, most likely we're going to strike out. You see, probably 9 out of 10 "brand new" marketing ideas don't cut the mustard and, if your idea is in that category. . .

YOU WANT TO KNOW
AS SOON AS POSSIBLE!

In life, time is the irretrievable element. Unfortunately, most of us live our lives as though it were some sort of dress rehearsal. It's not. This is it. Therefore, if you are in a business deal or personal relationship that doesn't seem like it will ever work, what you want to do in the interest of "salvage" is to get out as soon as you possibly can. And, until you've given the situation your "best shot," you'll never know whether you should keep struggling or not.

As far as direct mail is concerned, it is really frustrating to have initial results that are "marginal" and then to drive yourself crazy by testing the "maybes."

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"Maybe if we had charged a lower price. . .?"

"Maybe if we had mailed only the recent hotline, multi-buyers. . .?"

"Maybe if we had offered credit. . .?"

"Maybe if we had offered a premium. . .?"

"Maybe if we had hired Halbert to do the copy. . .?"

Etc., etc., etc.

And, you know what? Maybe if you had done all that. . .

MAYBE THE DAMN DEAL
STILL WON'T FLY!!!

Please. Don't let all this discourage you. You should take the content of this issue as <u>good news</u>! You see, by using this "best shot" method, you'll be able to test <u>more</u> ideas, test them <u>faster</u> than ever before and. . .

TEST THEM CHEAPER!

Which puts the odds on your side. Which means that, after a period of six months, while your competition is till wondering if "maybe we should lower the price on our homing pigeon golf balls," you'll have known half a year ago that that idea sucks, you'll have tested 16 other ideas and found three that work and you'll be well on your way to a roll-out of millions of letters on these three "winners" and you'll have the luxury of testing the fine points. . .

WHILE YOU ARE
MAKING MONEY.

How sweet it is!

Sincerely,

Gary C. Halbert

Gary "Best Shot" Halbert

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P.S. I recently had a long lunch with Steve Brown, the creative genius behind Abernathy & Closther. Steve is one of the very sharpest guys in our business and he said something that was almost eerily appropriate to the subject of this month's letter. He said that, "When some people are digging for water, they'll dig a single hole and just keep digging deeper and deeper till they find it." On the other hand, as he also explained, there are other people (like him) (like me) who will not dig so deep but rather, will dig a lot of different holes till they find the H_2O.

Which works better? Well, unless you've got really deep pockets or a profound emotional committment to a certain project, you should opt for method #2.

Actually, what I like to do is "test dig" a lot of holes till one bears fruit and then, turn that well over to a guy with a different personality from mine who will exploit that well for all it's worth.

Works for me.

P.P.S. If you're interested, don't forget to write for those free reports!

Peace.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Monday, 9:00 A.M.
May 2, 1988

Dear Friend & Subscriber,

And so it came to pass that I, Sir Gary of Halbert, the amazing Prince of Print, began to wonder, "How best can I help my subscribers this month? What could I do that would help them fill their greedy coffers with huge wads of money of which they all seem to be so uncommonly fond?"

Hmn? I've already been teaching them how to make it, fake it, steal it, and wheel and deal it....what's left? I know! I know! Maybe this month I can help them to....

WIN A FORTUNE!

And, to that end, I am sending you with this letter a brand new genuine (and, as yet, unused) California lottery ticket. Now, what you've got to do is this: You've got to pick up the ticket and place it on your desk, and then rub off the carbon with a coin or perhaps one of your car keys and see if you have won.

But wait! Don't do it till you've finished reading this letter!

You see, this truly should be the second most exciting event of your day because, when you rub off the carbon, you may find you have already won an instant $5,000 plus you may go on to win the "Big Spin" and literally rake in millions.

Zowie! This is pulse-pounding stuff, ain't it? But wait a minute; why did I say this would be the second most exciting event of your day? Why not the first?

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The answer, as copywriters like to say, is simple. You see, whether or not you win the California Lottery, you are definitely going to win with this newsletter because you are about to learn....

How to Cash in Big
By Using Contests and Sweepstakes
To Hype Your Promotions!

If you are especially alert, you may have already gleaned a big secret on how to make contests more powerful. Did you catch it? Fear not, I'll reveal what I've already revealed in a more obvious way in just a few minutes. But first, a story. Once upon a time, there was a man named Thomas Hall who was the head of a crew of guys who were selling vacuum cleaners somewhere in Texas. Anyhow, somewhere along the line he got the idea of renting a booth at a county fair and holding a drawing for folks who wanted to win a free vacuum cleaner.

And so he did. And, after he had collected all the entries, he went ahead with the drawing and gave away the free vacuum cleaner to the winner.

But he didn't stop there. No, Sir. What he did next was he wrote a personal letter to all the other people (who <u>didn't</u> win the vacuum cleaner) and told them they had won a very valuable <u>second</u> prize. And what was this valuable second prize? Simply this: It was the prize of being able to come to his place of business and buy a vacuum cleaner <u>minus</u> the rather substantial commission that was normally paid to his door-to-door salesmen.

It worked like crazy. People were lined up around the block outside his little store just waiting to come in and snag one of those vacuum cleaners at an honest and sizable discount.

Why did this work so well? Actually, there are a couple of reasons. First of all....

PEOPLE DO NOT ENTER
A CONTEST TO WIN SOMETHING
THEY DO NOT WANT!

Therefore, as a general rule, a construction worker will not enter a contest to win a knitting machine nor, by the same token, will a housewife enter a contest to win a steam shovel. This is a <u>very</u> important item of information. What it tells you is that everybody who enters a contest to win a certain item is an excellent candidate to <u>buy</u> that item. In other words,

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sponsoring a contest is a super duper way to build a responsive mailing list.

O.K., now what is that big secret that has already been "partially exposed" at the beginning of this letter? It is this: It is the idea of writing to a person and telling him....

You may have already won!

Here's a quirk of human nature, the understanding of which can immeasurably improve the pull of your ads and letters:

**PEOPLE WILL WORK HARDER
TO KEEP WHAT THEY'VE ALREADY GOT
THAN THEY WILL TO GET SOMETHING
THEY DON'T ALREADY HAVE!**

Take a guy who works at a ho-hum job for seven bucks an hour. Hold out a carrot to this guy in the form of a seminar or correspondence course that will teach him how to double his income and you will find you have a very hard time trying to convince him. On the other hand, that same guy will scurry around like a pit bull after a cocker spaniel to prevent having his pay docked as much as 50 cents per hour!

Now, you wanna know something you can say that's even stronger than "You may have already won"? It's this:

"You have already won!"

But don't say it if it ain't so. However, if you can figure a legit way to send that message, you can make a fortune. Like so: Let's say you've got a mailing list of 1,000,000 names and you instruct your computer to randomly select 5,000 of those names who will, by virtue of having been selected, have "won" whatever prize it is you are giving away.

Next, what you do is write these people and tell them about how they have already won and what they must do to claim their prize. Note: Do not, under any guise, tell them that what they have to do to claim their prize is send you money or buy something.

No. No. No. No. You mustn't do this. Uncle will be watching and he'll get very mad at you if you try to pull this kind of shenanigan. However, it shouldn't hurt if you give your prize winner the option of buying something from you, now should it?

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But what if you've got a local operation and you don't do business on a national scale? How then, can you use this "You have won" idea? Not to worry. All you need to do is write your "winning customers" (those whose name you drew out of a hat) and tell them about their prize and that all they have to do to claim their prize is <u>come in and pick it up</u>!

Are you paying attention? I hope so because we are now homing in on a concept that is so obvious that it may have plumb evaded you. And, it's simply this:

EVERY PERSON
WHO WALKS THROUGH YOUR DOOR
IS WORTH X AMOUNT OF DOLLARS TO YOU.

For example, let's say your retail business did half a mil in business last year. And, let us say further that that little bing-bong device that goes off every time your door is opened went off 5,000 times last year (about 16 times per day). Well, what that means, my friend, is that it's worth $100.00....

EVERY TIME YOUR DOOR OPENS!

Which means, of course, you want that little bing-bong device to be going off <u>constantly</u>. Yea verily, let us now strive to make that door open 100 times per day instead of just 16 times.

O.K.? O.K. And the way we're going to start is by writing all of your customers and telling them they've just won something and that they should come in and get it. And, after so informing all our customers, we are next going to send a similar message to all of our <u>prospects</u>.

Here are two important considerations:

1. Give away something that relates to what you are selling.

2. Tell your winner he's got to claim his prize by a certain deadline....

   OR ELSE <u>HIS</u> PRIZE WILL BE GIVEN TO SOMEONE ELSE!

Zowie. Our winner sure won't want that, now will he? And especially not if you write a letter like this:

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Dear Friend,

I am writing to tell you that your name was entered into a drawing here at my store and you have won a valuable prize.

As you may know, my store, ABC Jewelry, specializes in low-cost, top-quality diamond rings and diamond earrings. Well, guess what? The other day we got in a small shipment of fake diamonds that are made with a new process that makes them look so real they almost fooled me!

Anyway, I don't want to sell these fakes because they could cause a lot of trouble for the pawnbrokers around town. So, I've decided to give them away to some of my old customers whose names were selected at random by having my wife, Janet, put all the names in a jar and pull out the winners.

So, you're one of the winners and all you've got to do is drop in sometime before 5:00 p.m. Friday and you'll have a 1-karat "diamond" that looks so good it'll knock your eyes out!

Sincerely,

John Jones

P.S. After 5:00 p.m. Friday, I reserve the right to give your prize to someone else. Thank you.

Well now, it didn't take much genius to write that, did it? And I bet you can do even better. And, if you do and you do it right, your door will be opening constantly.

More. Did you ever see one of those monster mailings from American Family Publishers written over the signature of Ed McMahon? The latest one I've received comes in a huge envelope that measures 7-1/4" x 11-1/2" inches! On the outside of the envelope, in huge red letters, it says "TELE-DISPATCH" and "EXTREMELY URGENT!" It also says (in white letters) that this message comes "From TV's Ed McMahon." And what does it say inside? Check it out. I'm reproducing it below:

(Go to Page 6)

SENDER: ED McMAHON LOCATION: AMERICAN FAMILY PUBLISHERS PRIZE AWARDS HEADQUARTERS TAMPA, FLORIDA 33662	REFERENCE: UNDELIVERABLE GRAND PRIZES	TRACKING NO. FXTH-28
	REPLY INSTRUCTIONS: BY NEXT MAIL!! TEN MILLION DOLLARS AT STAKE!!	SCHEDULING NO. 5137-T

PRIZE FAX VERIFICATION REQUEST

Start ▶ Message Here

Please don't make a TEN MILLION DOLLAR mistake!

TEN MILLION DOLLARS IS YOURS RIGHT NOW, if you're holding the winning number. But your Millions will be UNDELIVERABLE unless you reply at once!

YES! If you fail to reply before the deadline, we cannot verify your name, address, and Winner Status. And the MILLIONS that could have been yours will sit on the shelf until an alternate winner is selected.

URGENT WARNING: Sixteen Million Dollars has already been awarded to alternate winners for this very reason. The holders of the winning numbers did not return them for verification. They left their prizes UNCLAIMED and UNDELIVERABLE. Now, if YOU fail to reply in time—or fail to reply at all—we will have no choice but to deliver the TEN MILLION DOLLARS to someone else.

That's why it is of the utmost urgency that you return your entry to Prize Claim Headquarters BEFORE the date on your special Gold Seal.

Then, you may receive a special delivery letter, and on an upcoming NBC Tonight Show hear me say: CONGRATULATIONS! YOU'VE JUST WON...

TEN MILLION DOLLARS!

Don't leave it "UNCLAIMED & UNDELIVERABLE." Enter TODAY!
Ed McMahon

$333,333.00 ANNUAL PAYMENTS GUARANTEED

AUTHORIZATION: *FCA.*

ADDITIONAL PRIZE ELIGIBILITY

Prompt reply also guarantees your eligibility to win any of over 75,000 MORE PRIZES that will be awarded in addition to the TEN MILLION DOLLARS. Partial listing follows ...Cadillac Sedan de Ville...Chrysler Conquest...Ford Bronco II...or $15,000.00 CASH...Caribbean Vacation for 2...or $5,000.00 CASH...RCA Projection TV...Fisher Digital Audio System...AMF/Alcort Sunfish Sailboat...Apple Macintosh Computer... Panasonic Home Video System...GE Microwave Oven...Nikon 35MM Camera... ©1988 AFP

Gee, they did it just like I said, didn't they? Nope. I did not teach them how to do it; they seem to have figured it out all by themselves. However, and I swear this is true, I did not read their copy until after I wrote the first part of this letter. But, let's face it:

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GREAT MINDS THINK ALIKE!

Now, as most of you know, this is not my kind of mailing package. Nonetheless, in spite of some rather major mistakes, this is a brilliant example of the best of what I call B-pile mail. One of the things they do right (at least, righter than most B-pilers) is the way they personalize the mailing by smearing the recipient's name "GARRY HALBERT" (sic) across the top of one of their inserts in a headline that says....

GARRY HALBERT
TO BE AWARDED
TEN MILLION DOLLARS!

They also use personalization effectively in the body copy of their message by personalizing the subheads like this:

GARRY HALBERT
COULD LOSE THE TEN MILLION DOLLARS
BY FAILING TO ACT
BEFORE MARCH 18, 1988!

Which brings me to another important point about those contest promotions which is....they should be personal. It's not nearly so effective to say "Dear Friend....You have won...." as it is to say "You, Sir Gary of Halbert, have won...."

So put on your thinking cap. A little mental effort on your part should yield a plethora of ways you can use contests to hype your sales -- no matter what business you are in. And don't forget Ole Guru Gary's ABC's of contesting:

A. Say "You may have already won" or "You have won!"

B. Give away a prize that is related to what you are selling.

C. Personalize your contest-type mailings.

And now, the big moment draws near. Get out your coin or key and scrape the carbon from that ticket. And remember, no matter what's underneath, the fact that you've just finished reading this letter means....

YOU HAVE ALREADY WON!

Yahoo!

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Sincerely,

Gary C. Halbert

Gary C. Halbert

AKA
"The Most Generous Guru
In God's Good Graces!"

P.S. I get a lot of good ideas from my subscribers and one of those ideas came from Richard Potter (818) 883-1046 who is one of the few copywriters I can recommend without reservation. So anyway, his idea is that the perfect premium for my next renewal effort would be to put together a "greatest hits" collection of my ads and direct mail letters.

Well, I like that idea so much I've decided to do it and not only am I going to include my stuff, but also the great stuff created by other people and I'm going to call it....

THE MASTERPIECE COLLECTION!

And the first promotion in that collection will be the world-famous coat-of-arms letter which is, I believe, the most widely mailed letter in history.

Now, I'm going to do you a favor and I'm going to ask you for one in return. The favor from me is I'm including with this issue, a copy of the aforementioned letter so you'll have a head start in assembling <u>your own</u> masterpiece collection.

And the favor I'd like from you is your suggestions as to what other ads and letters should be included in the collection.

So, if you've got any ideas, please let me hear from you.

Peace.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Saturday, 9:05 A.M.
June 4, 1988

Dear Friend & Subscriber,

Have you ever wondered how I decide what to write about in this newsletter every month?

One man suggested I write a year or two's worth in advance and then go on vacation. But I don't like that idea. To me, it seems like cheating. I feel obligated to try to make each issue both timeless and timely. I don't always succeed but I sure try. In any case, most often, I don't decide what I'm going to write about until just before I sit down to do it.

It keeps me on edge. It keeps me fresh.

In truth, I've taken a leaf from my favorite entertainer, Jimmy Buffet. He's the singer/songwriter of "Margaritaville," "A Pirate Looks At 40" and many other musical classics that are dear to my heart. Anyway, somewhere in the middle of each of his concerts, he asks all the other musicians to leave the stage and he ends up there all alone with nothing but his guitar and his talent. He does this, he says, because it keeps him sharp and in touch with his audience.

It's a good idea. And, in my own way, I do the same thing. How I do it is by traveling all over the U.S. visiting with my clients and also giving talks before various marketing organizations. Recently, I've spoken to direct marketing groups in Seattle, Washington, Portland, Oregon, Redondo Beach, California, Cherry Hill, New Jersey, Chicago, Illinois and Spokane, Washington.

Usually, my talks are not what people expect. You see, I strive to teach people what they really need to know as opposed to what they think they need to know. Most often, marketing groups expect me to speak on how to write direct mail copy. But usually, even though they don't know it, most people in marketing simply aren't ready for a discussion on how to write copy. You see, it doesn't really matter much about the quality of your direct mail copy if you haven't yet learned how to get your mail delivered, opened and read. To me, this point is so

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important, so vitally important, that, at the risk of being redundant, I'm going to spend a few moments discussing it here once again.

I make no excuses for this. Nothing is truly redundant if your audience hasn't yet completely got the message.

So, to begin with, here is the typical sequence of events that go into the making of a direct mail promotion. First, the camera ready copy is delivered to a printer who prints the letters, the envelopes and everything else that makes up the package. Then, all this is delivered to a lettershop that folds and stuffs everything into the carrier envelopes, seals the envelopes and arranges them in zip sequence, ties them in bundles and trundles them off to the loading dock of the nearest post office.

What happens at the loading dock of the P.O. is that the letters are weighed to determine how many there are and how much postage is due. Then, the lettershop pays the postage, gets a receipt and gives that receipt to the mailer.

What happens next is the post office routes this already sorted mail to wherever it's supposed to go and sends it on its way. When your mail arrives in the city to which it is addressed, it is sorted into carrier route sequence and then given to the local carriers who deliver it to your prospects.

Ho-hum. Yawn. This is pretty boring stuff, isn't it?

Except for one thing. You see, quite often, this is not what happens to your mail. Try the following more realistic scenario and see if it doesn't wake you up a bit.

First, let's say you've contracted for 100,000 pieces of mail to be printed, addressed, folded, stuffed, sealed and delivered to the post office. O.K. What really is likely to happen is, first, perhaps only 90,000 of your letters actually will get delivered to the loading dock of the P.O. Why? The answer is simple. You see, it is much more profitable for a lettershop to produce only 90% of your mail and then charge you for producing 100% of it. But wait! What about that receipt? How in the world do you get a postal employee to sign a receipt saying you deposited 100,000 pieces of mail when you only deposited 90,000?

I'll leave that one up to you.

So anyway, what really happens next is, a portion of your mail is thrown away right there at the loading dock.

And, moving right along, what happens to the rest of your mail that actually makes it to your city of destination is that more of it gets thrown away by the various mail carriers who just don't want to deal with it.

And, of course, since you're mailing bulk rate, none of your letters get forwarded to those people who have moved -- even though they did leave a forwarding address.

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What does all this mean? Let's do some arithmetic and see if we can't get a clearer picture of what's happening here. Take a gander at these numbers:

10%
17%
7%
Total 34%

Here's what the numbers mean: The 10% represents my guess as to how much of the mail you paid for is not delivered to the post office by your lettershop. NOTE: Do not forget, however, that there are many totally honest lettershop owners who never cheat at all! What I'm saying here is that 10% is my "guesstimate" as to how much lettershops on the average do not produce.

Now, let's go on to the 17% figure. What that represents is how much of your PROPERLY ADDRESSED bulk rate mail does not get delivered. I got this number from reading articles in various marketing publications who were reporting on studies done on this subject.

And lastly, the 7% figure represents the average percentage of bad names that are on almost any list that cannot be reached by any class of mail.

Hmn? What we've got here is a situation whereby. . .

ONLY 66% OF THE
MAIL YOU PAID FOR
GOT DELIVERED TO
YOUR PROSPECT'S MAILBOX!

Cheer up, it gets worse. Recently, the Wall Street Journal reported on a study that proved that Americans throw away 57% of all advertising mail (bulk rate) without even opening the envelope. But that's the good news. That study was done a few years ago. The most recent study shows that now. . .

75% OF ALL ADVERTISING
MAILED IS DISCARDED
UNOPENED!

Uh, let's see now. If only 66% of your mail gets delivered and 75% of that 66% gets tossed, that means only 16.5% of all that mail you spent big bucks on ever gets delivered and opened.

Do you see why I often am reluctant to teach people how to write better copy before they understand the above? I mean really, what's the use? What does it matter how brilliant your words are if 83.5% of them are trashed before your letter is ever looked at?

So, once again - mail 1st Class. Make it personal. And make it look personal!

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And now, back to the question I posed at the beginning of this letter on how I decide what to write about each month. What I try to do, by keeping "in touch" through all my speaking engagements and in-person client work, is not so much to find out what people expect to hear from me but rather to learn what they really. . .

NEED TO HEAR!

And what is it my sensitive, ever-questing antennae tell me my readers need to be advised of? What is it at this precise point in time that I believe you, as a reader of this newsletter and a marketing person needs most to consider?

You're not gonna like this. At least, many of you are not. Because, what I'm going to suggest is going to make many of you uncomfortable. You're going to fight me on this. You're going to say that, in your case, I'm off base. Nevertheless, I'm still going to suggest you consider this radical action and here it is. . .

I SUGGEST YOU
COMMIT "IMAGE SUICIDE!"

Please allow me to explain this concept and I think you'll then understand why it's such an important idea. Question: What group of professionals have the highest rate of suicide (real suicide) in the U.S.? Answer: Psychiatrists.

Why? Well, first off, most psychiatrists are nutso anyway but that's not the entire story -- You see, shrinks are supposed to have all the answers. Therefore, if a psychiatrist breaks down sobbing and confesses he can't control his life, that action will be devastating to his image as a great, all-knowing father figure to whom you can trust your deepest and darkest thoughts and feelings.

And so, rather than destroy his image, he literally destroys himself!

Really. Literally. For real.

Now, let's talk about how this relates to marketing. One of the groups I addressed most recently is PIMA which stands for Professional Insurance Mass Marketers Association. There are many good people in that organization. But boy, are they ever being shortchanged by the people who do their creative work. In fact, of all the groups I've addressed over the last 15 years, I believe their direct mail may be the very worst I've ever seen. What's particularly awful, is they are selling a rather sophisticated financial product, yet their mail looks like it was put together by a carnival barker.

Conversely, many members of PIMA are difficult to enlighten because so many of them are so "frozen" in their thinking and overly concerned about their "image." Truly, this particular group is nothing if not conservative. Conservative, traditional, hidebound and emotionally frozen.

And when it comes to their direct mail, you can be 100% sure all of it is "conventional."

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CONVENTIONAL JUNK MAIL!

Now, please don't get me wrong. I don't mean to demean this fine group of people. No. What I'd really like to do for them is bring them out of the dark ages as far as their marketing is concerned. But it's tough. Especially so, because "image suicide" is never easy and this is especially true for people caught in the "previous investment trap" of being steeped in conventional wisdom. However, if you've got the guts to give it a try. . .

THE PAYOFF CAN BE ENORMOUS!

An example. Years ago when I was still a partner in Halbert's Inc., the coat-of-arms company, I was known far and wide as the "boy wonder" of direct mail. Everybody back then thought my innate creativity (?) was the key to my success but really, there was a far more important factor. Namely. . .

I WAS ALWAYS WILLING TO LEARN!

From anyone. Friend, foe, moron, genius. . .ANYONE! You see, I believe a truly wise man can even learn something from a moron but a person locked into his "expert image" can't learn anything from anyone.

Anyway, back in those days there was a brilliant man named Ed Mayer who taught classes all around the country on the subject of direct mail. Ed was known (deservedly) as the "Dean of Direct Mail." In any case, one of his courses was on basic direct mail and the other was on advanced direct mail. Well, it came to pass that I decided to attend Ed's "Basic Direct Mail Institute" at the Forty Acres Club in Austin, Texas (a great town) and, while there, people expressed amazement at my presence.

"But you're the best," they'd say. "What in the world are you doing here at a direct mail course for beginners?"

To me, it was simple. I went to that basic course to make sure there was nothing I had forgotten or had overlooked or simply never known. I went there because I've learned I can learn a lot from the fresh, uncluttered minds of beginners. I went there because. . .

I WASN'T NEARLY AS CONCERNED ABOUT MY "IMAGE" AS I WAS ABOUT MY RESULTS!

But what if my "image" as the all-knowing direct mail expert would have stopped me from going? What would have happened then? It's no big mystery. What would've happened then is I simply wouldn't have learned all that neat stuff I'm still using today.

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So, the first benefit of "image suicide" is that. . .

**IT GIVES YOU THE
PSYCHOLOGICAL FREEDOM
TO LEARN!**

Here's another thing. In my opinion, the profession of advertising has more incompetence per capita than any other American profession except psychiatry. In fact, most ad agencies don't even know what good advertising is. They don't even know what they are trying to do! Hear this. Good advertising is simply. . .

SALESMANSHIP MULTIPLIED!

Howsomever, you can't multiply zeros! Therefore, if you don't have any salesmanship ability in the first place, how in the world are you going to multiply it? You're not. You're going to end up creating stupid, expensive campaigns that feature dancing raisins and cute little jingles.

Or, if you end up working for people who belong to PIMA, you'll create direct mail that totally ignores the vitally important fact that. . .

**THE PEOPLE OF AMERICA
SORT THROUGH THEIR MAIL
WHILE STANDING OVER
A WASTEBASKET!**

I guess I caused quite a stir with my talk. Those people had a jillion questions for me. And later, at a cocktail party, some people were going around saying, "Did you hear that arrogant SOB? Who does he think he is anyway, going around saying our direct mail is the worst he's ever seen?"

Ah, but there were others. The truly smart ones who were willing to learn, who said, "Yeah, but did you hear what he was saying? How much sense it makes? Let's try it."

And those people called me and subscribed to this letter and opened up a new avenue of communication and those people, I bet, will soon have more business from PIMA than all the rest of those "frozen" marketing experts (I call them "shallow breathers") who are so protective of their precious "image" that they can't be open-minded enough to really learn anything about anything.

Think I'm wrong? Well, you just keep your eye on Jackalyn Stouffer, Catherine L. Cox, Mike Garee and Susan Raef.

Now, let's go on to a discussion about how "image suicide" can immediately help your bottomline profits. Another of the groups I spoke with recently is a group of coin dealers who were charged $5,000 apiece to attend a 3-day seminar where I was (as the guest of Jay Abraham) the featured speaker. Let me ask you something: What would you say to a group of hard-nosed, capitalistic coin dealers who paid $5,000 to hear YOUR pearls of wisdom? Here was my question:

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"Is there some law that says that in order to be a coin dealer you have to have a 'charisma bypass'?"

The reason I asked that question is because so many coin dealers seem to me to take their business so seriously that they are so stiff they almost squeak when they walk. They give their companies names like FIRST AMALGAMATED INTERNATIONAL FIDUCIARY BULLION AND COIN DEPOT OF NEW ENGLAND and so forth.

Kinda puts you off, doesn't it?

A far better name would be John Smith Coin Company. You know, people respond to people. Warm people. Consider this: Many utterly beautiful women spend many lonely nights all by themselves. Why? Simply because, when an eligible, young man sees one of those frozen-faced beauties in a nightclub or restaurant, he is often too intimidated to make an approach. Is that what you want? To have your would-be customers come to your cold, forbidding place of business, enter your marble lobby, gaze wonderingly at the 747 jet-type console manned by your haughty, aloof, Nordic receptionist and then feel a little ashamed because all he wanted was to buy an Indian Head penny or a few silver dollars?

What's that? You say you don't have a big, imposing building with an ice-cold receptionist? You say you do most of your business through ads or direct mail? Not to worry. You can still practice intimidation with the format of your mail or the "look" of your ads. Just print your letterhead so it looks like it would be used by a big New York law firm. Use sentences like this:

"Please be advised that we have
been informed of your possible
need for a comprehensive insurance
vehicle encompassing all aspects
of your fiduciary liability."

Yuk! And while I'm at it, you want to know the silliest question I hear over and over whenever I lecture? It goes something like this:

"Yes, Gary. What you are saying is
fine for most products and services
but our customers are different.
They are more sophisticated.
You can't talk down to them."

Whoa! I don't talk down to anyone. Except, of course, true idiots like most attorneys and all psychiatrists. You know, I am probably responsible for more successful direct response advertising than almost anyone you'll ever meet. My clients are often huge, multi-national, multi-million dollar corporations that sell incredibly sophisticated products and services. Yet, no matter how large the company or how complex the product, I always slave to bring the sales message down to a human level. And, one of the ways to do that is to "break the image" that is normally used in their sales literature. You see, another big advantage of "image suicide" is. . .

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**YOU MAKE YOURSELF
MORE ACCESSIBLE TO
YOUR CUSTOMERS!**

Lighten up. Let your hair down a little. Let people see a few of your warts. Come down off that lofty perch. Stop trying to impress and start trying to "humanize" your selling efforts. Hey. Most of us are not curing cancer or splitting the atom. The fate of the western world truly does not hinge on the success of our efforts.

But don't get me wrong. I'm not saying you shouldn't take yourself seriously. Or that you should act like a clown. Or that you have to be as crude and rude and ridiculous as me. I'm also not saying what you are doing is not important. What I am saying is that the girls who get the most dates (and the ads that make the most sales) are those that appear warm, non-threatening and assessable.

And human.

Sincerely,

Gary C. Halbert

Gary C. Halbert
Flawed Human

P.S. I feel funny about this issue of my letter. It scares me a little. It's not what my readers are used to. Reading it over I realize that this issue is really a lecture. As you know, most of my issues are jam packed with immediately practical "how to" info that is extremely specific.

Well, fear not. Next month I'm reverting to style and I'm going to reveal a little something I've been saving that just might double your income. It's a little-known "remote control" mass marketing technique I bet you've never heard of.

So there. But please, in the meantime, give some thought to what I've written here.

It's important.

P.P.S. By the way, if you'd like to order a video of Sir Gary "in concert," open the sealed envelope. Otherwise, there's no need since all it contains is a crass commercial message.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Friday, 4:55 P.M.
July 1, 1988

Dear Friend & Subscriber,

Let's all make some money!

As I told you last month, this month I'm going to tell you about a "remote control" mass marketing technique that could easily double your income. I wasn't kidding. If you can't figure a way to make some big bucks from the info in this issue then, my friend, we may have to face the fact that, you are perhaps. . .

BEYOND ALL HOPE!

Aw, but that's not true, is it? Of course not! And, to tell the truth, I never suspected it for a moment. In fact, in my judgment, since we already know you are smart enough to subscribe to this letter, then obviously, all you need is a little nudge once in a while (don't we all?) and a simple, easy-to-follow road map.

O.K., here's the road map; the nudge'll come later. What I'm going to do first is make you aware of three important items of info and then I'm going to lash these three items together so you can see how all this relates to an enormous profit potential.

So, to begin with, how many times have you read an ad or seen a direct response TV commercial that said, somewhere in the copy, "Sorry, no C.O.D.'s?" Lots of times, right? And no wonder. C.O.D. refusals are often very high (as much as 50%!) and sending stuff C.O.D. is truly a hassle. It requires time, paperwork and, it costs extra money.

All in all, a lousy idea, right?

Hold the phone. Let's think this C.O.D. business through one more time. From a slightly different angle. Let's say you're selling something that retails for around $60.00 for which your wholesale cost is around $30.00. Now, let's say you do

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accept C.O.D. orders and your refusal rate is a sky high 50% (which, incidentally, is very common). There's no doubt about it: with these numbers, you don't have a chance.

But wait! Let's say we're selling a different kind of product. Let's say we're selling a super product like the one I touted in the 12/5/87 issue of this letter. Remember what I said back then? Remember how I said, "SELL SOMETHING YOU LOVE?" And also, how, if you didn't already have a product, you should use the guidelines in that issue to create a report that gives people valuable info for which they would be willing to pay handsomely? Reports like "HOW TO SKI ANYWHERE IN THE U.S. AT HALF PRICE" or "HOW TO LOSE 50 LBS. IN A NEW YORK SECOND" or "HOW TO STOP WRITING ADS FOR A LIVING AND MAKE PEOPLE PAY YOU FOR SCUBA DIVING?"

Etc.?

Alright, let's say you are selling such a report. If so, it's probably going to cost you about $.50 apiece to have them printed up, assuming you are doing any kind of volume at all. Now, if we sent this report C.O.D. via UPS (United Parcel Service), we're going to have to shell out another $4.11 in order to fill our orders. NOTE: This is figured on sending our reports to the zip codes farthest from us.

So far, so good. Especially so, since we're going to charge $19.95 for our report.

PLUS $3.00 shipping and handling!

PLUS C.O.D. charges of $2.50!

For a grand total of $25.45.

Uh, let's see now, if it costs us $.50 to print our report and, $4.11 to ship it C.O.D., that comes to $4.61 which, when divided into our customer's total cost of $25.45, gives us a markup of 619%!

Aha, now we're talking! Shall we take another look at the math on that 50% rejection rate? Let's. O.K., we ship 100 units at $4.61 apiece for a total outlay of $461.00. And, half of those folks send us a message which, if acronymed, would be "E S & D!"

In other words, they refuse the package and we end up getting it back.

But the other 50% who did accept the package, and who paid us $25.45 apiece for same, yield us a gross of $1,272.50.

Hmn? When we subtract our costs of $461.00 from our gross of $1,272.50, it seems to me we are knocking down a hefty $811.50 gross profit. . .

ON EVERY 100 ORDERS
WE SHIP!

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And, we can feel good about it too! Why? The answer is simple: You see, when people buy info from us, they are not buying paper and ink -- they are buying answers!

And, they really don't care whether you pay $.50 to produce your reports or $50.00 or $.05. Nope. What they really care about is. . .

DO YOU DELIVER?

Onward. Now, from the above figures, you can see that we'll break even if only 18 or 19 of every 100 orders we ship are accepted. Think about it. Think about the astonishing fact that, (with these margins), as long as you collect at least 20% of the C.O.D.'s you send out, at least you won't lose money on that part of your operation.

And think about this: There are lots of other products like vitamins, diet pills, cosmetics and so on that have these kinds of margins!

And think about this: Offering to ship C.O.D. almost always dramatically increases your pull!

And think about this: Ol' Guru Gary knows how (in most cases) to vastly increase C.O.D. acceptances and he's going to tell you exactly how later in this letter!

But not now. Nope. Now it's time for me to move on to the second area of info upon which I wish to expound. Namely: answering services with. . .

"ELECTRONIC MAILBOXES!"

Actually, all we're talking about here is answering services with "super duper" answering machines. They work kind of like a monster version of your handy dandy home answering machine. Like this: What you do is you run an ad to sell your report or your diet pill or whatever and, in the ad (which only teases your prospect), you invite said prospect to call the number assigned you by the answering service to hear a harmless "non-threatening" recording with more info about your goods and/or services.

And so he does. And he (your prospect) hears a long recorded announcement that tells him that your report (or pill or whatever) is the best thing since sliced bread and, that to get it. . .

HE DOESN'T HAVE
TO SEND ANY MONEY OR
EVEN USE HIS CREDIT
CARD BECAUSE YOU,
IN ALL YOUR NOBLENESS,
WILL SEND YOUR
GOODS TO HIM C.O.D.!

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Wowee! That sure removes all doubt as to whether you're really going to send the goods, doesn't it? Oh yeah! Oh yeah! A sales message like this (properly done) positively removes at least 90% of the anxiety that people often feel when ordering by mail from a "stranger."

Want to hear how it's done? I knew you would. O.K., I've recently become aware of a guy who's running a little "work-at-home" classified ad (stay away from this area, it's FED BAIT!) and it has a phone number for the reader to call and when you call this number you get his recording selling you on buying his work-at-home "guide" plus his instructions to you on how you should leave your name and address so he can ship you his guide via C.O.D.

Go ahead and call and listen. The number is (213) 259-6652.

DO IT NOW!

Gee, I'm pushy, ain't I? Forgive me, I mean no harm. It's just that all the rest of this letter will be clearer to you if you take a few minutes to hear a real "live" example of how all this is done.

Remember, do not emulate what the guy who made the recording is doing. As I said, he's working in a truly dangerous area. However, listening to his recording hopefully did get your mind working as to how we can use this concept in other "less volatile" areas of endeavor.

Plus, later on, I'm going to give you the number of another recording that was made by a man who is known far and wide as a veritable "Prince Of A Guy!"

But that's later. For now, let's get back to this "electronic mailbox" idea. Let's assume you've run your ad, or TV or radio spot (or billboard or whatever) and you've gotten people to call your recording and you've sold them on letting you ship them your goods C.O.D. So, what's next? Well, what's neat about the services that provide this "mailbox" service is that you can, whenever you wish, call your mailbox and, by pushing a code on your touch-tone phone, you can "empty" your mailbox.

In other words, you call and get the names and addresses of all your new customers and then erase the tape and your mailbox sits there, all ready to be filled up again.

Listen: These things take multiple calls at the same time, they don't tie up your office lines, they're cheap, they fix it so you don't have to buy or lease exotic answering machines (at least until you've finished your testing and you're ready to "roll out" like crazy) and, if necessary, they provide a bit of a "shield" for those of you who don't want to waste time talking to dorko idiots.

Check around and see it there's one of these services in your area. If not, here's one in L.A. you might want to use:

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Alert Communications
5515 York Boulevard
Los Angeles, CA 90042
(213) 254-7171

Tell 'em Gary sent ya.

Enough. Let's move on to the third area of interest. A question: In all of AdvertisingLand, what is the best advertising buy you can make, pound-for-pound, penny-for-penny, dollar-for-dollar? Answer: Why it's none other than those little, itty bitty. . .

CLASSIFIED ADS!

Yes indeedy, it's true. And, before you scoff at the "small timeness" of this medium, consider this. . .

I PERSONALLY KNOW
AT LEAST THREE DIFFERENT
COMPANIES WHO GROSS
SEVERAL MILLION PER YEAR
USING NOTHING BUT CLASSIFIEDS!

Hah! That got your ol' greed glands working, didn't it? Well, hang in there, my sweet subscriber, cause you ain't heard nothing yet! Yea verily, it turns out that one of my esteemed readers has done a remarkable thing. And, what has this man done, pray tell? Simply this. . .

HE HAS PUT TOGETHER
A NETWORK OF 3,806
NEWSPAPERS IN 41 STATES WITH A
COMBINED CIRCULATION OF
30,880,526 IN WHICH
YOU CAN PLACE A 25
WORD CLASSIFIED AD
FOR LESS THAN $1.55
PER PAPER!!!

Yahoo! Yahoo! Yahoo!

Let's milk this sucker! The man's name who put all this together is Marvin Pursinger and his phone numbers are:

FAX	(206) 574-4671
FREE	(800) 332-2730
PERSONAL	(206) 574-4671

And, if that ain't enough, his TELEX number is 221 031 BRAD UK.

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Now listen: If you want to place your classified ads through this man, you'll obviously have to pay him for the privilege. But hear this: He's found a way to "network" the placing of classified ads and he can do it on a dirt cheap basis and he can make a buck even though. . .

**HIS PROFIT IS ONLY
SLIGHTLY MORE THAN
THE $.25 POSTAGE IT
WOULD COST YOU TO
MAIL AN INSERTION
ORDER TO EACH OF THESE PAPERS!**

Here are some of the details on this highly unusual classified ad placement service:

1. This is the only national (or even state) program of brokerage on classified ads. No one else has ever done anything like this.

2. This is the most unknown service in existence. Some of my subscribers are the very largest users of classifieds in the world and neither they nor I had ever heard of this service.

3. For speed, this classified ad business even beats direct mail. Ads received in any given week are run the very next week. And, of course, since no one saves newspapers, you know if you have a "winner" almost instantly.

4. This is the best test market God ever invented. The reason is that all copy for each state each week must be uniform and you can make no changes of any kind. However, 41 states means 41 chances to test as many as 41 different headlines or copy appeals each week!

5. NOTE: Most of these papers will not allow you to ask for money in your classified ads and that means you must work a program similar to the one described earlier in this letter.

You know, this is an ideal way to rather "quietly" entrepreneur a mail order type enterprise and develop a hefty private income for yourself. On the other hand, if you already own or operate a big business, there is still a way this classified area can be of benefit to you and your company. Let's say you are JIMMY CALANO of Careertrack (largest seminar provider in the world) and you are wondering if your new idea of giving "WORKPLACE RE-ENTRY" seminars to women who have recently finished raising their families is viable or not. Hmn? Could classifieds give you a clue? You bet! You see, . . .

**YOU CAN USE CLASSIFIEDS
TO TEST CONCEPTS!**

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I'll explain in a moment. But first, here is a list of the states in which this program is available along with the circulation of the papers in those states:

STATE	NO. OF PAPERS	CIRC.	STATE	NO. OF PAPERS	CIRC.
AL	103	1,100,000	NV	32	359,000
AZ	55	575,131	NE	171	711,000
AR	78	773,733	NJ	70	1,500,000
CO	101	640,566	NY	184	1,051,000
CT + RI	43	320,250	NC	138	1,425,451
FL	64	1,006,400	ND	95	425,753
GA	104	1,500,000	NM	28	215,120
ID	41	256,193	OH	110	871,740
IL	227	2,198,100	OK	125	588,000
IN	80	930,000	OR	67	361,238
IA	238	1,300,000	SC	78	653,000
KS	82	326,999	SD	150	374,986
KY	75	1,200,000	TN	73	439,373
LA	79	518,707	UT	20	160,000
ME + NH + VT	23	167,700	VA	72	1,251,843
MA	41	502,900	WV	50	559,236
MN	273	2,200,000	WA	111	1,092,022
MS	62	415,000	WI	173	1,615,484
MO	147	917,563	WY	41	187,000
MT	63	190,038			

O.K., now that you've perused the list, let's say you run the following classified in all those different papers:

FREE RECORDED MESSAGE
REVEALS HOW WOMEN WHO ARE
FINISHED RAISING THEIR
FAMILIES CAN GET BACK
TO WORK AND MAKE
HUGE WADS OF MONEY!
CALL (000) 000-0000.

Gee, you sure can say a lot in 25 words, can't you? But anyway, by running that ad in 3,806 papers and monitoring the calls received by your "mailbox," you'd not only get an idea of the viability of this project but also, you'd know. . .

IN <u>WHICH</u> STATES IT
IS THE <u>MOST</u> VIABLE!

And so on. Listen: This guy Pursinger has collected a ton of info on how to

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make classifieds work and, if you become one of his national subscribers, he'll share this info with you.

By the way, I, myself, am one of his clients.

O.K., boys and girls, that's it for this month. I hope I've stimulated your thinking.

Sincerely,

Gary C. Halbert
SWM

P.S. Hey, do you want to call my electronic mailbox? If so, the number is (213) 259-6662. Thank you.

P.P.S. What's that? You say I forgot to tell you how to increase your C.O.D. acceptances? Not so. Here's how you do it:

(1) You capture the telephone number of each customer and you call to verify the order and tell him to watch for the package.

(2) And/or before you send the package, you send a card or letter telling him to watch for it and how much money he needs to have ready and so forth and. . .

HOW HE IS GETTING SOMETHING EXTRA THAT HE DIDN'T ORDER BUT THAT HAS BEEN INCLUDED IN HIS PACKAGE AT NO ADDITIONAL COST!

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Friday, 5:05 P.M.
August 5, 1988

Dear Friend & Subscriber,

My head hurts, my feet stink and I don't love Jimmy Swaggert.

I don't want to be here at my desk writing this letter. I want to be on my boat. Writing sucks. I hate to write. Anybody who says they like to write is either a degenerate liar or a social leper. Let's face it: What kind of nerd wants to sit and struggle with a blank piece of paper when he could be 60 feet underwater slaughtering innocent fish, or. . .romancing his honey or. . .going to a movie or. . . playing golf or. . .reading what somebody else has struggled to write . . .

Or anything!

Anything but writing. But alas, judging from the calls on my electronic mailbox, the numero uno subject my subscribers want me to write about is writing.

So I am. Now, the first thing I want you to know about writing (other than how much it sucks) is that the best way to get good at writing is. . .

BY WRITING!

I know that sounds like double-talk but, it isn't. The biggest secret to writing well is simply work. Just the act of doing it. For the moment, forget about getting it perfect, forget about grammar, forget about syntax, punctuation etc.

Just sit down and start writing.

John D. McDonald was one of the best writers of all time. He died in December of 1986 but, fortunately, he left a legacy of some of the most memorable fiction ever penned. In fact, I became literally addicted to his Travis McGee series. (You will too once you read one of them.) Anyway, when he was first getting started, he read somewhere that the average novelist didn't really hit his stride until he had

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written about ten books. And so, what did McDonald do? It's very simple: He wrote the equivalent of ten novels in one year!

Listen: Writing does get easier. However, starting to write does not. Therefore, it you've got a job of writing to do, just sit down and start.

Don't wait to get organized. Don't wait for ideas or inspiration. Don't wait until "you feel like it." (I never do.)

JUST START!

OK, enough of that. Now, it goes without saying, (but let's say it anyway), that the kind of writing we're concerned with here is, the kind that convinces people to buy something. And that's the hardest kind of writing of all. It's also the most profitable! You know, I routinely get more for writing a single letter than most authors get for writing an entire book.

Or sometimes, ten entire books.

So, let's get specific. To sell somebody something, you've got to do four things. (1) You've got to catch their attention. (2) You've got to capture their interest. (3) You've got to arouse their desire. (Sounds dirty, doesn't it?) And, (4), you've got to motivate them to action. This, as many of you know, is called the AIDA formula.

Attention

Interest

Desire

Action

Today, we're going to concentrate on getting people's attention by learning how to write what I call "killer" headlines. Hark unto me. Listen: If you want to capture the attention of someone in a crowd, what's the best way to do it? It's really quite elementary, My Dear Watson. What you do is. . .

YOU CALL HIM BY NAME!

And, if you want someone riveted to your sales letters, hook up with some outfit that can do Admark or laser printing (or else use your word processor) and put your reader's name in a headline that is printed at the top of the sales letter you send him. Like this:

Ben Suarez Attempts Suicide
After Realizing He'll Never Be
As Good-looking as Gary Halbert!

or. . .

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**Bill Bonner Fails To Hire The
Prince Of Print And Loses Millions!**

or. . .

**Frank Cawood Cashes In Big
By Mailing Unique "Concept
Letter" Developed By California
Madman!**

or. . .

**Jimmy Calano Changes His Will
And Leaves All His Millions
To Guru Gary!**

or. . .

**Alicia Evans Expresses Astonishment
At Seeing Her Name In Newsletter
Written By Demented Nerd From Ohio!**

And so on. What I have just described is the ultimate way to get attention in a sales letter. No one, not even someone as blasé as Feeney Griffith, will fail to perk up at seeing his or her name in print, especially if it's unexpected.

Of course, we can't always use our prospects' names in our headlines so, what are some other good ideas? Here are three of the most powerful:

1. Put news in your headline.

2. Promise a benefit in your headline.

3. Do both of the above in the same headline.

Here are some good words to use in headlines. Announcing. . . At last. . . Now. . . Now, at last. . . How To. . . Here are. . . 17-Ways To. . . The Art of. . . The Secret of. . . A Startling Fact About. . . Amazing. . . New. . .

And so on. Now, here's a headline that combines both news value and the promise of a benefit.

**At Last! Scientists Discover New
Way To Look Younger In Just 17-Days!**

There's much to be learned in the 13 words above. At Last!: Boy, that sure suggests something we've been waiting for has finally happened, doesn't it? Goody! Goody! Scientists: Yeah! Not just anybody; not some know nothing bag lady living in the streets; not some ad man or copywriter. No. No. We're talking about a select,

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objective, hard-headed, analytical, totally honest group of folks who validate our headline. Discover: Wow! It seems to connotate research laboratories and maybe a scientific breakthrough. New Way: Hussah! Hussah! We're all questing for new ways continually, aren't we? New ways to grow hair, get thin, make more money etc. To Look Younger: Ah, who is there among us over the age of 30 that wouldn't welcome the achieving of this almost universally-sought benefit? In Just 17-Days!: More validation because it's so specific. Claude Hopkins said it: "Generalities fall off your readers like water off a duck's back." Or something like that. Anyway, the specificity of 17-Days makes our headline more believable, more easily understood and somehow, more interesting. And, more real.

How important are headlines? I'm glad you asked. Some pundits say the headline accounts for 80% of the success of the ad. I, myself, have re-headlined ads and increased their pull by 475%. I have a client who pays me $195,000 per year to write headlines. Headlines are where I spend more creative effort than any other aspect of my work.

Good headlines are crucial.

Let's take a breather so I can ask you a question. What publication has the highest paid writers? Answer: The National Enquirer. Yep, it's true. And for good reason. You see, the writers for the Enquirer are among the best anywhere on earth. I'm not being sarcastic. They really are. If you doubt that, here's something for you to consider. . . .

MORE PEOPLE READ ANY SINGLE ISSUE OF THE ENQUIRER THAN HAVE READ THE BIBLE SINCE IT WAS FIRST PRINTED!

Enquirer articles are superbly written. They are clear, concise, crisp and, all in all, the most easily understood articles of any publication.

And what do Enquirer writers excel at above all else? You guessed it -- HEADLINES. Their headlines are so powerful, they have so much "grabbing power" that, every week, people who have sworn they'll never again buy such a publication, are almost forced to purchase it in spite of themselves.

So anyway, if the best way to get good at writing is by writing, what is the best way to get good at writing headlines?

That's easy -- it's by writing headlines.

Here's what you do: Every week you get copies of the National Enquirer, Star, Globe, Weekly World News and so on. And, on a monthly basis, you get copies of Reader's Digest, Cosmopolitan and any other magazine you can find that has lots of good headlines. And you get yourself a large supply of 3" x 5" index cards and you write all those good headlines on those cards, one to a card.

By the way, a superb source of good headlines is one of the reference reports

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included with my seminar tapes. It's called:

349 GREAT HEADLINES
152 ATTENTION GRABBER WORDS
SAMPLE ADS
SAMPLE LETTERS

This is truly a "masterpiece collection" of headlines and other ammo that should be a part of every copywriter's library. Many of you (perhaps most) have my seminar tapes and all the related material and those of you who don't, should!

Call and order right now (213-273-7053) and all this invaluable info will be on its way to you in a matter of hours!

Forgive me, pitching is in my bones and I just can't help myself sometimes. Especially, if I have a strong belief in the product.

Whatever. OK, now we've got all these hundreds of headlines on hundreds of headline cards and, in a moment, I'm going to show you how to massage all this good stuff to produce maximum results.

But first, a true story. Remember that ad I sent with my newsletter a couple of months back? The one where I said that, when it comes to advertising I was the best thing since sliced bread and that, to get me you had to shell out $15,000 up front and offer me a substantial "carrot" (usually 5% of gross sales) on the back end?

Alright, I get a call as a result of that ad from a guy in Denver who says he would have no problem paying me my $15,000 advance but the 5% part wouldn't work since he's a furniture dealer (3 stores) and furniture is sold at varying markups.

So I come back to him by asking what I'd have to do for him to be worth $15,000 per month.

"Increase my business by 20%," he says.

"Send me my $15,000 advance and $15,000 more on the first of every month and I'll see to it you sell every stick of furniture possible to sell in Denver," I say.

He did and I did.

Here's the way we work: First, you need to know that I now have these people on a schedule of 365 full-page (newspaper) ads per year. In a week or so that schedule will be bumped to about 400 pages per year and soon it will be 730 pages per year and later, when we hit 1,000 pages per year, we're going to slack off.

By the way, all this is supplemented with a steady stream of radio advertising and a little TV.

Now listen: There's no way in the world I'm going to commit to writing

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hundreds of ads per year and besides, I'll never know the furniture business as well as my client.

So the way we work it is, I "theme" the thrust of the advertising and I write headlines to go with those themes. Then, my client writes the ads and FAXES them to me and I read them and make any necessary changes.

Does this M.O. work? Judge for yourself. In the first two weeks after I came on board. . .

**MY CLIENT HAD TO
HIRE 10 NEW FULL-TIME
EMPLOYEES!**

And now, after the first six weeks, their sales are up 40%. You know, that's quite a lot when you consider. . .

**THEY WERE ALREADY DOING
$14 MILLION PER YEAR!**

I'd like to take full credit for all this but I can't. In the first place, Sam and Leslie Fishbein know the furniture business inside and out and Sam is truly a superb copywriter.

By the way, all this seems to be working out so well that I think we're going to "syndicate" our advertising by making our collective expertise available to one other furniture dealer in each metro area throughout the U.S.

Back to the salt mines. OK, so right now I owe Sam and Leslie some "themes" and headlines and, I'm going to create them right here before your very eyes. What I'm doing first is, I'm going to loosen up my mind by reading some gag headlines written by Sam and his staff. I'm not doing this just for laughs. No. I'm doing it to get my mind in gear and to see if. . .

**I CAN CATCH
A SPARK!**

Here are the headlines I'm looking at:

**MODERN DAY KING TUT FURNISHES
BIZARRE BACKYARD BURIAL TOMB WITH
KACEY FINE FURNITURE -- "I WANT ONLY
THE BEST," HE EXPLAINS, "BECAUSE
YOU CAN TAKE IT WITH YOU!**

**TWO HEADED WOMAN SHOPS KACEY
AND GETS DOUBLE WHIPLASH LOOKING
AT BARGAINS!**

**PREGNANT WOMAN HAS A COW WHEN
SHE SEES HER LEATHER SOFA FOR
LESS AT KACEY'S!**

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SCIENTISTS REVEAL ELVIS PRESLEY LIVES -- CLOSE FRIENDS CONFIRM KING'S PLAN TO REDECORATE GRACELAND WITH KACEY FINE FURNITURE!

VAMPIRE STOOPED WITH BACK PAIN DITCHES COFFIN FOR KACEY BEDDING IN LATEST ATTEMPT TO REST-IN-PEACE!

SIAMESE TWINS COME UNGLUED DOING DOUBLE-TAKE AT KACEY BLOCKBUSTER SALE!

HUMAN CANNONBALL BLOWN AWAY BY KACEY'S EXPLOSIVE PRICE CUTS AND SOARING SELECTIONS!

And so on. Hmn? This stuff is bizarre even by my standards. But, it does serve to get the juices flowing, doesn't it? Now, let's review some of the actual headlines we've already used. Here's a few:

WARNING: DON'T HIRE ANY INTERIOR DECORATOR UNTIL YOU HEAR THIS:

Local Furniture Dealer Will Give Away Over One Million Dollars In Discounts On Her Entire Inventory (This July 4th Weekend) Because of Bulldozers Tearing Up Her Streets!

Need new furniture?

5 REASONS WHY YOU SHOULD NOT SHOP AT THE STORE MENTIONED BELOW!

EXTREMELY LOW PRICES FROM LOCAL FURNITURE STORE MAY BE DEEMED "UNFAIR" TO COMPETITION!

WHO ELSE WANTS TO BUY A ROOMFUL OF FURNITURE WITHOUT MAKING PAYMENTS FOR AT LEAST 6 MONTHS?

DO YOU MAKE THESE MISTAKES WHEN YOU SHOP FOR FURNITURE?

ARE YOU WILLING TO WALK UP TO 3 BLOCKS TO SAVE AS MUCH AS 50% ON ALL THE FURNITURE YOU NEED?

LOCAL BUSINESSMAN SWEARS UNDER OATH HE DID NOT STEAL ANY OF THE FURNITURE HE IS SELLING SO CHEAPLY!

And so on.

OK, as promised a few pages ago, I am now going to reveal the simple way to "massage" all this data to come up with something new. First, I do what I just did. Namely, I review what's already been done. Next, I get to my own personal collection of "Headline Cards" and pick them up and fondle them (I'm getting excited!) and

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look at them and think about them and flip them out onto the floor like I would a deck of cards and I cogitate and I remember. . .

I remember that someone once said (was it Justice Learned Hand?) that freedom of speech does not give you the right to yell "Fire!" in a crowded theater. I remember my headline must not only grab attention, it must also be true and relevant. I remember that Kacey Fine Furniture <u>really</u> <u>does</u> have a problem with the street around their store being torn up. I remember they <u>really</u> <u>do</u> have great furniture (Paulette and I are buying a whole houseful from them) at extremely low prices. I remember. . .Hey, I've got it! Check this out:

The Amazing Secret Of The Local Furniture Dealer Who Is Giving Away All Those Free Samples!

See, what Sam and Leslie have is some really neat coffee tables they got such a deal on they can afford to give them away to all new buyers and their amazing secret is they've discovered by offering a free premium to induce you to come in and buy and then giving rock bottom prices to keep you happy that you'll be a loyal customer forever and. . .and. . .

THE COMPETITION WON'T HAVE A CHANCE!

And, as usual, when Sam Fishbein does his usual brilliant job of "fleshing out" this idea we'll have, I believe, another winner.

And now that I've finished my newsletter for this month <u>and</u> developed another "theme" and headline for the Fishbeins, I ask you. . .

WASN'T THAT A NIFTY WAY TO KILL TWO BIRDS WITH ONE STONE?

Amen.

Sincerely,

Gary C. Halbert

Gary C. Halbert
"The Hemingway
of Headlines"

P.S. I just took on the marketing job of selling an album that contains the earliest ELVIS Presley concert ever recorded. Wait till you see <u>that</u> ad!

P.P.S. Damn, I'm good.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Thursday, 8:30 A.M.
September 1, 1988

Dear Friend & Subscriber,

Some people who scuba dive are into photography. Others just like to cruise around underwater enjoying the scenery. Others like to explore wrecks. And so on. Not me. No. What I'm into is. . .

WANTON SLAUGHTER!

I'm telling you, there is nothing like going 60 feet down into an absolutely enchanting underwater world, staying there long enough so that the inhabitants of that world come to accept you, conducting yourself in a non-threatening way and then, when you get those underwater creatures to trust you enough to come up and timidly and curiously check you out. . .

YOU KILL THEM!

Oh God, how I love it! So anyway, earlier this summer, I was diving with Paulette at Sombrero Reef in the Florida Keys and, being possessed by the urge to slaughter, I was finning around while carrying a huge spear gun. And soon, I spotted a stupid little tropical fish and I dropped him just like I was Dirty Harry. And then, I spot a yellowtail. And "POW!" Another one bites the dust.

Now, the way it usually works is, I get to carry the spear gun and do all the killing and Paulette gets to carry the game bag into which we put the bloody speared fish. However, since I've become supremely eager to share with Paulette the joy of slaughter, this time, after I get my two fish, we trade and she's got the spear gun and I've got the game bag with the two bloody wounded fish. And there we are, happily swimming along when. . .

WE COME UPON A SHARK!

And what does Paulette do, God bless her soul? She grabs my shoulder, points to the shark, gives me the spear gun and. . .

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SHE TAKES BACK THE GAME BAG!

Well, nothing happened. After a bit, the shark swims away and we continue our dive. And, when we get back to the boat, I give Paulette a lot of praise. I tell her she did just right. "Yessir baby, anytime we see any of those nasty old sharks, it is your duty to make sure it is you who is carrying the game bag with all those wounded, bloody fish."

That's a true story. I swear.

Now, I'll tell you something. No matter how long you've been diving, no matter how macho you think you are. . .A SHARK WILL ALWAYS GET YOUR ATTENTION! And last month, I told you that your first job, if you want to sell somebody something, is to get their attention. And I revealed to you how you could do this by writing what I call "killer" headlines. Remember?

OK, good. But I'm not finished. This month I'm going to take it a bit further and expand on two more ideas that, just like that shark, will always get attention. These ideas are not appropriate for all situations, all the time but, when they are appropriate, they can very dramatically increase the effectiveness of your marketing campaigns.

So, what is it that will always get attention? The answer is. . .

PICTURES OF HOT SEXY WOMEN!

But be careful! If you don't do it right, putting sex appeal into your ads can backfire like crazy. Consider the plight of the Playboy Channel which has the highest percentage of "disconnects" of any cable hookup. Why? It's simple: The Playboy Channel is too risque for the bible thumpers and not raunchy enough when compared with what today's smut viewers can get from X-rated films and videos.

Such is life. Too bad for Playboy.

Anyway, I want to impress upon you that there is a fine line between using pictures of sexy women to attract attention and going too far and ending up offending those very people whose attention you have captured. And know this: Using pictures of sexy women will always offend some people, no matter how tame the pictures! Therefore, if you are the type of person (or else, you work for the type of organization) that won't ever risk deliberately offending anybody, then you should never use sexy pictures in your promotions.

On the other hand, for the rest of my smut-minded readers (just kidding, just kidding), using such pictures (if you do it right) can help you rake in mucho fungolas.

And, what's the first step to doing it right? Simple: It's using the right woman in your ads. You see, just because a woman is beautiful doesn't mean she will photograph beautiful. I had a "funny" experience once. There was a model I wanted to use in an astrology ad but I'd only seen her pictures, and I wanted to meet her in person. Well, the photographer said OK, he'd set up the meeting but

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that I'd better be prepared for a shock.

And wow, did I ever get one! You see, this woman who looked so great in pictures was truly just a "Plain Jane" (and I'm being kind) in person. It was weird. I was sitting at my desk looking at her pictures with one eye and looking at her in the flesh with the other and I could hardly believe it was the same lady. On the other hand, there are plenty of truly gorgeous women who look just awful when they are photographed. So therefore, don't fall in love with a pretty face until you see how pretty that face looks when photographed.

And, speaking of pretty faces, what part of a woman's body attracts men most? Can you guess? I bet not. You see, studies show that men are more attracted to a pretty face than any other part of a woman's anatomy! How about that?

Onward. So anyway, Paulette and I often eat lunch at a little place down the street called CAFE L.A. It's a neat place, right in the heart of ShowbizLand and therefore, it has, plastered on its walls, hundreds of publicity photos of celebs, non-celebs and "would-be" celebs. And one day, as we are walking out rather indifferent to all these hundreds of photos (as usual) we walk by one that reaches out and virtually grabs our attention. You know, it's been said that the late Marilyn Monroe had skin that was so photogenic that it would seem to "talk to you" from her photos. Well, this photo we saw on the wall at CAFE L.A. has that quality. Want some proof? Just take a look at the photo below and see for yourself.

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Are you convinced? I thought so. By the way, the woman in the picture is Raven Bleu and that picture appears on her record album called "Kiss The Boys." Whatever. So anyway, Paulette and I make it a point to get to know Raven and, not only does she photograph like a dream, she also is a very nice lady.

Here's the point: Her photograph really got your attention, didn't it? And likewise, using Raven's photo, or the photo of some other photogenic lady in your promotions, will also get the attention of your customers!

But please, be careful. If you are selling bibles to old ladies or, if you are selling something to a bunch of phony, stuffed-shirt prudes, you may get some backlash you are not prepared to handle. It's a "judgment call" and only you can make it.

So, where do you get pictures of foxy women like Raven to use in your ads? It's deceptively simple: Just look in the yellow pages under Modeling Agencies and you'll find all you need. Or, if you'd like to talk to Raven in person, (she's the most photogenic woman I've seen in years!), her private number is (213) 820-0995.

But, for my sake, make sure your call is a genuine business call! Do not call and tell her you've "fallen in love" with her picture and you want to see if the real thing is as good as the photo and you want to take her to dinner.

I'm serious; that stuff won't fly and you'll only make me look bad.

So now, here I am, a sitting duck to get bitch letters from my female readers telling me I'm a male chauvinist pig and I don't deserve to live. I can see it now! Here sits Ms. Elizabeth Adams out there in Baltimore about to write:

Dear Scumbag,

I always suspected you were a slimy pig and now I know it's true.

Please Liz, don't do it. I don't deserve it because I'm really a nice scumbag.

But anyway, just to keep Liz and Alicia Evans and all those other fine ladies out there happy, I guess I'd better reveal the other side of the coin. Which is, using attractive men in your promotions. Now, I must tell you, this is the kind of stuff (using men) that offends even me but, my job is not to pass judgment. No, my job is to help you make a buck.

So here this: Some time ago I did a piece of work for a client in Arizona and it did really well. And then, the client wanted to know if there was any way to punch it up even more. So I say to him, "Look, if you want to spend some extra dough, why don't you let me get you a celebrity to feature in your ad?" And he tells me to go for it and I get him Geoffrey Scott, who plays Krystle's (Linda Evans) ex-husband on Dynasty. What happens next is we make Geoffrey Scott the star of the ad and we get a nice bump up of the gross (somewhere between 15% and 20%) which, in turn, means an even more dramatic bump up of the net since, once your fixed overhead is taken care of, a 1% increase in gross probably translates

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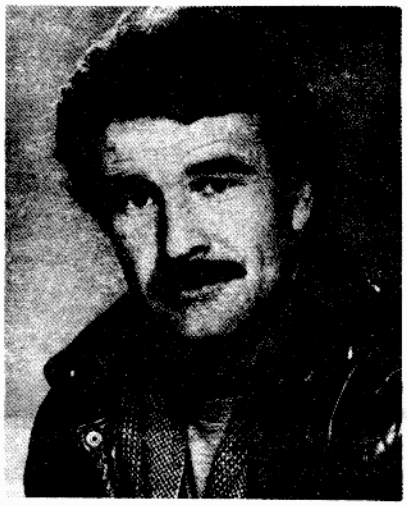
to a 3% increase in net profit. By the way, that's Geoff in the picture below.



Paulette thinks this guy is good-looking but I can't see it, can you? OK, now listen: There's a "mindset" you have to have if you are going to use a celebrity in a profitable way. For example, in my opinion, I doubt that many people switch from Pepsi to Coke (or vice versa) because Michael Jackson or Mike Tyson endorse one or the other.

On the other hand though, I do believe that using someone with some "marquee value" can dramatically enhance a mail order/direct response type promotion because they tend to both glamorize and. . .

"CREDENTIAL" THE PROMOTION!

I've said it before and I'll say it again: The #1 reason people do not buy from you is they are simply not interested in your offer. However, once you overcome that first hurdle, the #2 reason they don't buy from you is that they are not completely convinced you are for real. And therefore, what a celebrity can do for you is, he can make you more credible.

Which translates to lots more sales.

You know, of course, that the cosmetic ads I did for Tova Borgnine were hugely successful, don't you? Well, Ernie was featured prominently in those ads and, if you ask me, I don't think anybody bought those cosmetics because they wanted to look like Ernest Borgnine. But nevertheless, Ernie's celebrity did credential the ads; he did validate the ads; he made them more credible; he made them more believable.

So, how much does it cost to get a celeb? Well, that varies and the first thing you've got to make sure of is that you are dealing with a "sane celebrity." And trust me, they're sort of rare. You know, it takes a lot of people to make a hit movie or TV show. It takes writers, cameramen, electricians, directors, producers, lighting technicians and a whole host of others. However, there are many "insane" celebrities who believe the sun rises and sets on their silly asses and that they are the sole reason for a production's success.

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And, as Marlon Brando once said, "An actor is a guy who, if you ain't talking about him, he ain't listening."

And, as Gary Halbert says, "Don't let any agent or celebrity BS you into believing you have to pay megabucks to get the credentialing you need. You don't."

And besides, paying megabucks for all that celebrity firepower doesn't guarantee you anything. A case in point: Last year a major player in cable TV produced a show designed to sell water purifiers and they used Michael Landon and a bunch of other stars. I hear by the grapevine the show cost $250,000 and it flopped so bad it was like it never ran.

And what's the tragedy? It's simply that they could have produced that show for less than 20% of what they paid and still used stars with enough "marquee value" to give them all the credentialing they needed.

By the way, did you know that fewer than 1% of all the actors and actresses in the entire world can support themselves solely via their chosen profession? It's true, most of them (even many well-known ones) have a second job or another source of income.

What I'm saying is this: You can get a lot of "sane" celebrities for $10,000 or less, especially if you offer a "carrot" to sweeten the deal such as a nice bonus if the test campaign works or maybe a percentage of sales.

Now, let's talk about how you go about approaching a celebrity. Well, the worst way I can think of is to telephone his or her agent. Agents are scum. As a general rule, I'd rank them somewhere just above lawyers and slightly below ax murderers. Agents, I believe, probably kill more deals for their clients than they make!

You take a star who's starving, who hasn't worked in six years, who would be eager to make a fair buck being featured in a marketing campaign and, if you call his agent. . .

HE'LL QUOTE YOU A FEE SO OUTLANDISH
YOU'LL THINK YOU ASKED HIM THE
PRICE OF A STUDIO, NOT OF A STAR!

And you'll say forget the whole thing and. . .

THE STAR WILL NEVER KNOW THE
CONVERSATION TOOK PLACE!

But know this: If you submit an offer in writing, the agent is compelled by the "ethics" of his profession to pass that offer on to his client!

Now the specifics: If you are interested in hiring a celebrity, the first thing you should do is to get yourself a copy of the. . .

ACADEMY PLAYERS DIRECTORY

The price of this directory is $65.00 and it is updated every four months. It is published by and, you order it from:

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Academy of Motion Pictures Arts and Sciences
8949 Wilshire Boulevard
Beverly Hills, California 90211
Telephone (213) 278-8990

This directory comes in four volumes and each of those volumes features 8 to 10 celebrities per page. The celebrities are categorized by LEADING WOMEN, INGENUES, LEADING MEN, YOUNGER LEADING MEN, CHARACTERS AND COMEDIENNES, CHILDREN GIRLS AND CHILDREN BOYS. All in all, the set I have (May 1987) has about 15,840 actors and actresses. Now, before you get intimidated by the idea of contracting these people, consider this:

FEWER THAN 200 OF THE 15,000+ PEOPLE IN THE ACADEMY DIRECTORY EARN ENOUGH FROM ACTING TO PAY THE RENT!

So there. Now, the directory has a picture of <u>each</u> actor and actress, it tells you the name and phone number of the talent agency that represents them and, in many cases the phone number of their "commercial" agency plus the name and number of their personal manager plus. . .

THE NUMBER OF THEIR ANSWERING SERVICE WHERE YOU CAN LEAVE MESSAGES FOR THEM!

Hoo! Haa! You're starting to get the picture, aren't you? Yea verily, what you do is you leaf through the directory till you find someone you'd like to work with and then you make a <u>written</u> offer rather like this:

Dear Celebrity-Type Person,

I am writing to you in care of your agency because I would like to use you in an advertising campaign.

My budget for the test campaign allows me to pay you an immediate $10,000 (NOTE: This will take about 30-minutes work on your part) and, if the test campaign is successful, I am prepared to pay you a royalty on sales which could amount to several hundred thousand dollars.

Also, I am working against a deadline and I need to hear from you within the next week. Therefore, because of the time pressure on me, I am sending a copy of this letter to your personal manager, your talent agency and I am leaving this message verbally with your answering service.

Sincerely,

John Jones

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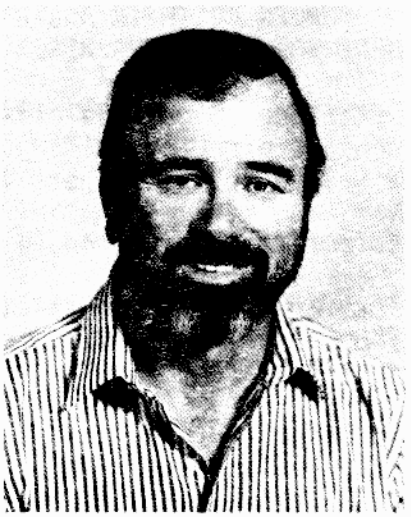
Trust me, my friend, that message will get through.

By the way, you should especially consider using some "star power" if you do a lot of business by direct mail since, a letter from a star (with his picture on the letterhead) will give you a huge advantage over your competitors!

One last thought: What if you want to use one of those rare (1 in 100,000,000) pictures of people who are so incredibly good looking that they divert attention from your message? Well, in that case, don't put the picture on the letterhead. No, that would be unkind. Use the picture down by the signature so your reader won't see it and be dazzled by it until he's finished reading your message.

Sincerely,

Gary C. Halbert
"Kindness Personified"



P.S. By the way, if you'd like to see Geoffrey Scott, (a celebrity who can pay the rent and is "sane" anyway and a genuine nice guy), you don't have to go through any hassle at all; just call me!

P.P.S. Two other sources of celebrities for promotions are Ingels Inc., 8111 Beverly Boulevard, Suite 308, Los Angeles, CA 90048 (213) 852-0300 and Don Camp (213) 281-6970.

P.P.P.S. When you use celebs like Raven and Geoff you also get the "reflected glory" of all their credits because you can legitimately mention in your copy all the magazines (Playboy, Vogue, etc.) and the TV shows (Dynasty, etc.) and movies and stuff they've been in. More credentialing!

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Wednesday, 9:05 A.M.
October 5, 1988

Dear Friend & Subscriber,

Joe Cossman is one of my heroes.

He has been for a long time. Back in 1968, Joe wrote a book called "How I Made $1,000,000 In Mail Order" and that book is still very much worth reading today. In fact, I just finished re-reading it for the umpteenth time and, as always, it stimulated a storm of hot ideas!

Anyway, one of the stories Joe tells in the book is about a guy who comes out with a new cat food and he pays a lot of attention to his marketing strategy, his package design and so forth. However, the venture still flops because he neglected one critical element of market research. You see, this cat food failed because. . .

THE CATS HATED IT!

I love cats. I've owned dozens over the years (actually, somehow, they seem to end up owning me) and I like to keep them happy. So anyway, some time ago, I discovered that my cats like a product called Moist Meals better than dry cat food and I start buying it for them. Everybody's happy. Me and the cats. But, not being one to leave good enough alone, there I am bubbling merrily along when, I see a TV commercial for a cat food called Fancy Feast and, feeling adventurous, I get some and I give it to my cats.

Big mistake. Wow! I don't know what they put in this stuff. High-tech cat-nip? Kitty Kat Kocaine? Whatever it is, my cats love this stuff. In fact, they are crazy for it! Believe it or not, it turns them into animals! I'm telling you: As soon as Paulette or I would walk downstairs to the kitchen, the little monsters would start yeowing and jumping up and down and pacing back and forth and they'd never leave us alone until we'd crack open several cans of that stuff and let them put it in their greedy little faces.

So, what's the marketing moral of this story? Simply this. . .

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YOU CAN'T MULTIPLY ZEROS!

You know, I can teach you every trick and technique I know and it won't make one iota of difference if you are running around. . .

MAKING OFFERS
EVERYBODY CAN REFUSE!

And what kind of offers can we make that people will really and truly find interesting, enticing and desirable? Enough so they'll actually send money? To a stranger? Who lives 3,000 miles away?

Let's begin circling around this crucial core question by tapping into the mind of Eugene M. Schwartz who is another of my heroes. Here's what Gene writes in the very first paragraph of the first chapter of his brilliant book called "BREAK-THROUGH ADVERTISING":

> *"Let's get right down to the heart of the matter. The power, the force, the overwhelming urge to own that makes advertising work, comes from the market itself, and not from the copy. Copy cannot create desire for a product. It can only take the hopes, dreams, fears and desires that already exist in the hearts of millions of people, and focus those already existing desires onto a particular product. This is the copy writer's task: Not to create this mass desire - but to channel and direct it."*

Bravo. Well said, Gene.

Now, I bet you think you're already all tuned in to the almost universal mass desires of the American people, don't you? Well, in a sense, you're probably right - you probably do know what most people want. They want more money and less work; they want to eat more and weigh less; they want instant solutions, instant wisdom; they want eternal youth, recognition of their peers, fitness without sweat and, in general, what most of us want in every troublesome area of our lives is. . .

AN EFFORTLESS
QUICK FIX

However, it's not enough to know in a general way that people want more money. You've got to know what specific money-making offers will be currently appealing. Listen: Our core innermost desires (i.e., to lose weight) never change till the problem is solved but, the weight-loss offers we will believe and buy do go in and out of fashion.

For example, amphetamines were once in vogue but we, as a nation, won't buy those anymore. It's hard to sell us a plain old diet plan these days too. That's because, we now want (and many seem to offer it) magic. We've lost our belief in

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protein drinks but we can still (for the time being) be sold subliminal tapes. And, if you talk to us just right, you can convince us to buy something called a "diet patch."

All this is very tricky. To get it right, you've got to be able to recognize or create a viable timely appeal that will satisfy one of our timeless desires.

Let's find out how good you are at this. Let's find out right now. Maybe, you'll be surprised. And, who knows, maybe you'll surprise me? Whatever. Anyway, yet another of my heroes is a man named Robert Allen who wrote "Nothing Down," the #1 non-fiction financial best seller of all time. Bob is not only one of my heroes, he's also a friend and a client. Recently, Bob decided to test 50 related but different appeals. These appeals are capsulized in the titles of 50 different reports he has in the initial planning stages. What he wanted to discover is which of those 50 conceptualized reports had the most appeal to his customers and prospects. Now, as you read over the titles of these proposed reports, you will notice that, having been highly influenced by Sir Gary of Halbert, Bob Allen is now one of those people who has started thinking in headlines.

Hark unto me. You are about to take a test. And, if you score higher than any of my other subscribers, you are going to win a free 1-year extension to your subscription of this newsletter. What I want you to do is read all 50 titles of Bob Allen's proposed reports and try to pick out the top ten (the ones his customers want most) and the bottom ten (the ones they want least) and mail your picks to me.

Whether you win the contest or not, this will be a very illuminating exercise for you. All of the titles are numbered so, what I want you to do is: write the word "Winners" on a piece of paper and then write the numbers of what you believe are the 10 most salable reports. Next write "Losers" and then the numbers of the 10 reports you believe have the least sales appeal.

Then, mail your picks to me and read next month's issue to see if you've won. (I've got Bob's results; I already know the answers.)

Go!

1. How The Experts Earn At The Rate Of A Million Dollars A Day And How You Can Realistically Reach That Level In Three Years Or Less

2.✓ HOW TO PERSUADE ANYONE TO YOUR SIDE IN FIFTEEN MINUTES OR LESS

3.✓ HOW TO INCREASE YOUR INCOME BY 50% (AND QUITE POSSIBLY 300%) THE SAFEST AND FASTEST WAY POSSIBLE

4. World Famous Expert On Success Reveals 7 Of His Most Effective And Powerful Cutting Edge Techniques

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5. Why The Golden Rule Rarely Works In Today's World And What To Do About It

6. MULTI-MILLIONAIRE TELLS YOU HOW TO MAKE YOUR FIRST MILLION A LOT QUICKER, EASIER AND SAFER THAN HE DID IT

7. SEVEN MAJOR MISTAKES YOU MUST AVOID ON THE ROUTE TO SUCCESS

8. A Simple Strategy You Can Use to Produce Almost Obscene Amounts Of Profit In Your Real Estate Investments

9. Thirteen Inexpensive, Proven Classified Ads You Can Run In Your Local Paper To Find All The Highly Motivated Sellers You'll Ever Need

10. A SUREFIRE FIVE STEP PROPERTY ANALYSIS FORM THAT TAKES THE GUESSWORK OUT OF YOUR REAL ESTATE INVESTMENTS

11. THE OBVIOUS MISTAKE THAT ALMOST EVERYONE MAKES WHICH MAKES IT ALMOST IMPOSSIBLE FOR THEM TO GAIN CONTROL OF THEIR TIME AND LIFE

12. 5 Virtually Risk Free Ways To Increase Your Income Almost Overnight

13. How To Gain An Extra Two Hours of Productivity Every Day With the Discovery Of The World's Most Powerful Time Management Principle

14. THE TOP 6 TECHNIQUES THAT WILL HELP YOU GET RESULTS, FAST!

15. 3 OF THE LATEST SUPER-HIGH INCOME STRATEGIES FOR REAL ESTATE INVESTORS

16. Reluctant Multi-Millionaire Finally Reveals How He Discovered The Amazing Idea That Made Him Fifty Million Dollars In The Last Ten Years

17. Astonishing New Technique Nets Young Woman A Legitimate Twelve Fold Increase In Her Monthly Income In Just 6 Months

18. WHY THE PROCRASTINATION HABIT IS VITAL TO YOUR LONG TERM SUCCESS!

19. HOW TO CUT YOUR TIME TO THE TOP IN HALF

20. Invest Just Two Hours A Week And I'll Show You How To Double Your Income In Just 12 Months

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21. How 27 People Just Like You Doubled Their Income In Just 90 Days And How You Can Too

22. INTERNATIONAL SUCCESS EXPERT REVEALS THE SINGLE MOST IMPORTANT TECHNIQUE YOU WILL EVER LEARN ABOUT FINANCIAL SUCCESS

23. THE GENIUS OF A NEW MONEY MAKING SYSTEM REDUCED TO EASY, SIMPLE FORMULAS THAT ANYONE CAN FOLLOW

24. The New Science Of Super-Motivation Or Why Goals Don't Work

25. One Idea Can Change Your Life Forever: A Collection Of 50 Of The Most Powerful Life Changing Ideas

26. HOW TO GET YOUR ACT TOGETHER ONCE AND FOR ALL

27. MAKE MORE MONEY NEXT WEEK (REALLY!) WITH FINANCIAL EXPERTS' LATEST IDEAS GLEANED FROM THE SCHOOL OF HARD KNOCKS

28. How To Motivate Yourself Even When You Don't Feel Like It

29. Multiply Your Income Almost Immediately With International Money Experts' New Money Making System

30. THE AMAZING SECRET OF WHY CERTAIN PEOPLE NATURALLY BECOME SUCCESSFUL - AND HOW YOU CAN USE THIS SAME SECRET TO ATTRACT MORE SUCCESS

31. WHY 93% OF THE PEOPLE WHO DESIRE FINANCIAL INDEPENDENCE FAIL TO REACH THEIR GOAL

32. An Incredibly Fast, Simple Technique Guaranteed To Double Your Memory Power In Thirty Minutes Or Less

33. The Amazing Mind/Body Connection Or How To Think Yourself Healthy

34. LISTENING TO MOTIVATION TAPES IS NOT ONLY A WASTE OF TIME BUT CAN BE DANGEROUS TO YOUR WEALTH

35. AMAZING MONEY SECRETS THAT WILL HELP YOU BUILD YOUR FINANCIAL HOUSE UPON A ROCK

36. How To Give Yourself A Raise: The Three Simple Secrets To Working Less, Making More And Being Happier

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37. How To Turn "No Credit" Or "Bad Credit" Into **GREAT** Credit In 90 Days Or Less

38. YOU'RE FLUSHING GOOD MONEY DOWN THE DRAIN!: 27 WAYS YOU MAY HAVE NEVER THOUGHT ABOUT TO SAVE HUNDREDS OF DOLLARS A MONTH

39. ✓ HOW TO TURN ON THE MONEY FAUCETS THAT WILL FLOOD YOU WITH MORE MONEY THAN YOU EVER DREAMED POSSIBLE (NO JOKING!)

40. The Three Safest Routes To The Top Of The Money Mountain And How To Know Which Route Is Right For You

41. Seven Simple Steps To Reducing Or Eliminating Your Risk In An Increasingly Dangerous Society

42. ✓ NATIONS TOP 3 MONEY EXPERTS REVEAL THEIR THREE SAFEST AND FASTEST TECHNIQUES FOR MAKING TEN TIMES YOUR MONEY IN LESS THAN 90 DAYS

43. ✓ AN ASTONISHINGLY FAST BRAIN/MIND TECHNIQUE YOU CAN USE TO SUPERCHARGE YOUR THINKING, EXPAND YOUR CREATIVITY AND DRAMATICALLY INCREASE YOUR SELF-CONFIDENCE!

44. Professor Shares His Little Known Method For Turning Troubled Relationships Into Terrific Relationships In As Short A Time As 7 Days

45. How To Feel Good Every Time Someone Rejects You And To Turn That Rejection Into The Power To Motivate You To Be More Successful

46. 10 TOP SALES PROFESSIONALS DISCUSS THEIR MOST POWERFUL SALES AND PERSUASION TECHNIQUES AND SHOW YOU HOW TO USE THEM

47. HOW TO USE THE AWESOME POWER OF YOUR BRAIN TO BRING YOU ANYTHING YOU WANT IN LIFE

48. Power With People: A Simple System of Easy Techniques To Dramatically Improve Your Relationships With Anyone In Your Life

49. How To Create A Fool-Proof Cash Cow Business From Your Own Home With Almost No Start-Up Cost

50. HOW TO DISCOVER YOUR LIFES' PURPOSE. . .A SIMPLE THREE STEP PROCESS THAT WILL HELP YOU UNCOVER YOUR NATURAL ABILITY AND MOVE MORE QUICKLY DOWN THE ROAD TO MORE SUCCESS AND FULFILLMENT IN ALL AREAS OF YOUR LIFE

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Enough of that. We'll come back to this subject next month. Meanwhile, back at the ranch, let's get back to writing copy. OK? OK. Now, I want you to imagine something. I want you to imagine what the best thing in the world would be, that could happen to you from a sales point-of-view.

How about this? What if some hotshot reporter who works for the L.A. Times, the New York Times or, some other big circulation magazine, happens to purchase one or more of your products and/or services and. . .

HE FALLS IN LOVE
WITH WHAT YOU ARE
SELLING!

Wooee! He loves your goods so much he races back to his typewriter and he writes a full-page "rave review" about whatever it is you are selling. Let's say it's a book about how to make money in real estate, OK?

What would our reporter do as he starts to write his rave review? Well, maybe he'd start with a headline like this:

NEW BOOK BY SAN DIEGO
MAN REVEALS AN ALMOST
MAGICAL WAY TO MAKE MONEY
IN TODAY'S REAL ESTATE MARKET!

Hmn? How'dya like it so far? OK, what would our rave review writer write next? Maybe something like: -- DATELINE SAN DIEGO

And, after that, maybe his first sentence will be something like:

"If you are interested in
making money in real estate,
there is a new book you
must read."

And what would our rave reviewer say next? Maybe something like. . .

Here's why."

And what would he tell them next? He'd tell them -- why.

He'd tell how the book clearly and succinctly explains a new but proven technique that lets you buy income producing real estate with no money down even if your credit is lousy. . .How this book reveals how you can always be the very first vulture at the widow's doorstep. . .How this book reveals an almost completely unknown and unique financing method that lets you get 110% financing on the equity of the property. . .How a new "radar technique" lets you identify properties in distress in advance of when they go into foreclosure. . .How this

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reporter himself tested out the technique on page 93 and made $17,531.19 just last Tuesday. . .How. . . .

Hey, you've got the idea, don't you?

And what would our rave reviewer write after all this? Simply this: What he would do as a public service is, he would tell you where and how to order this wonderful book.

There's just one problem. You see,

ALL THIS IS VERY
UNLIKELY TO HAPPEN!

Sadly, there probably isn't a reporter who is going to crawl out of the woodwork and write a "rave review" of your product or service. So what should you do? Simply this:

You be that reporter; you write that rave review. You publish (buy) that full-page in the L.A. Times or whatever.

And you make damn sure that your "rave review" looks like just that and not an ad. You use relevant photos just like in a hot news story. And you use an editorial type format. . .

JUST LIKE THE REST
OF THE NEWS STORIES
IN THAT PUBLICATION!

In the meantime, you get busy and mail your test into me.

You Will Be Graded!

Peace.

Gary C. Halbert

P.S. Stuck for a stamp? Call my electronic mailbox and leave your name and your test answers on the machine. The number is. . .

(213) 259-6662

P.P.S. Remember -- you've got a valuable prize at stake and tardiness will not be tolerated!

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Monday, 10:30 A.M.
November 7, 1988

I used to drink a lot of beer.

Not anymore. In fact, I don't drink anything alcoholic at all these days except for an occasional shot of Nyquil when I've got the sniffles and can't sleep. It's a shame in a way. Sitting in a seaside bar sipping brew after brew and watching the boats go by was very pleasurable. But alas, I got to where the fun of drinking simply wasn't worth the hangovers I had to endure.

Poor me.

Oh well, I suppose there's worse things in life than not being able to drink.

And besides, booze made me do dumb things.

Really dumb. Like this: Once upon a time (circa 1970) I was attending a seminar near Baltimore that was being given by a company called DUALABS or DUOLABS -- I can't remember exactly. Anyway, the subject of the seminar was how direct marketers could obtain the demographic info that was then being gathered by the 1970 census and how they could use that info to help them sell their goods or services.

Of all the organizations in attendance at that seminar, the one that sent the most people was. . .

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THE REPUBLICAN PARTY

Yea verily, they were there to learn how to use that census info to help elect all those slimebags they had managed to get on the ballot. Well, I've got to tell you something: I do not like politicians. None of them. Democrats. Republicans. Independents. You can have them all. It is my belief that it is virtually impossible to go anywhere at all in politics and arrive there with your ethics intact. Politics is compromise. . .

A compromise of ethics!

Many of you will agree with what I've just written. Almost. You'll agree except for the candidate you support who is, you believe, an exception.

You are wrong. The only difference is that the guy you support hasn't revealed his scumminess just yet.

Trust me on this. Anyway, so now that you know where I'm coming from, perhaps the rest of this story will make more sense. So, there I am at this "confidential" census data seminar and I get invited to a cocktail party one evening. Most of the seminar people including all those mucky mucks from the Republican party are there. I make conversation. I drink. I talk some more. I drink.

And so on. And so it comes to pass that one of the politicians asks me if I've ever done any political work.

"I wouldn't think of it," I reply.

"Why not?" asks the slimebag.

"Because," I say, "I don't think a politician could lose if I worked for him and I wouldn't want that responsibility."

They began to snicker. They thought I was a joke. "Oh yeah," one of them says condescendingly, "why don't you tell us how you'd do it so a candidate couldn't lose? We'd just love to hear that!"

And so I did. Like I said, I was drinking. I'd had just enough to be garrulous but not enough to stop me from being lucid. I told them how I'd:

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- o enter all data on every zip code in the U.S. into a computer
- o and how I'd massage that data to enable the computer to kick out groups of zip codes with similar characteristics
- o and how I'd overlay that info with all the data from the voter registration lists that had been computerized
- o and how I'd feed into this database all sorts of other info from all sorts of other sources.

The slimes were paying attention now. Most of this was new to them and they were eager to learn it all. And then I told them how. . .

I'D CREATE A FULL PRINT COMPUTER LETTER THAT WOULD BE INDIVIDUALIZED TO EVERY PERSON ON THAT LIST BASED ON WHAT MY RESEARCH REVEALED TO BE HIS OR HER PARTICULAR HOT BUTTONS!

In other words, the racist pig in Georgia would get a totally different "pitch" than the ghetto welfare recipient in Newark.

"And I'd 'customize' the TV and radio commercials too," I told them. "Each geographic cluster with similar characteristics could get the exact "electronic pitch" most likely to fire up the greed glands of the voters in that particular area and make them vote for my guy."

"Who would your guy be?" they asked. "What would he be like?"

"He'd be almost a non-entity," I said. "Somebody who was bland, homogenous and easy to manipulate. Someone who would do what he was told, who would stay on his marks. No blacks. No Jews. No radicals. Somebody who I could <u>insulate</u> from the public by making sure all his remarks were <u>pre-canned</u>!

Sound like anybody you know?

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Shame on me. The Republicans have, for almost 20-years, followed every shred of advice I gave them. And they've made tremendous gains while the Demos lose ground almost every year. Why? It's simple. . .

POLITICIANS ARE NOT ELECTED, THEY ARE SOLD AND THE DEMOCRATS ARE LOUSY MARKETERS!

As I understand it, the Demos have been using quasi-mainstream agencies like Rapp & Collins while the much shrewder Republicans use <u>real</u> marketing experts like Richard Viguerie.

And, you know what? This is one of the few instances when I'm sorry that 20 minutes of drunken advice from Sir Gary of Halbert is worth more than 18 years of misdirection from mainstream agencies peopled by marketing morons. You know, the Demos don't even know what to promise! They blather on about the environment, international diplomacy and "concepts" when, in fact. . .

AMERICANS (IN SPITE OF WHAT THEY "PRETEND") NEVER VOTE ANYTHING EXCEPT THEIR POCKETBOOKS!

Whatever. Listen: This letter is very deliberately being sent to you the day before the presidential election. Therefore, by the time you read it, George Bush will be the president elect. Dukakis never had a chance. Whomever is handling his campaign has made so many stupid mistakes it makes me wonder if maybe they are secretly working for the Republicans.

Aw nuts, who cares anyway? As my late friend, Freddy Maughiman, used to say when explaining why he didn't vote. . .

"I can't stop them from stealing my money but I'm damned if I'll voluntarily let them steal my <u>time</u>!"

Now, let's boogie. Last month I gave you 50 titles of 50 proposed reports and asked you to pick the 10 winners and the 10 losers. OK, I don't know the

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answers yet except that #9 is one of the winners and I know that because Robert Allen told me so and then I told him I didn't want to know the other winners (or losers) till I took the test myself. So, now I've taken the test and here are my picks including #9 which I would have picked anyway.

WINNERS: 2, 8, 9, 10, 13,
15, 25, 37, 46, 49

LOSERS: 18, 24, 26, 33, 34,
43, 44, 45, 48, 50

Let's see how I did. May I have the envelope please? Ah, there it is and the <u>real</u> answers are:

WINNERS: 28, 9, 43, 6, 42,
3, 20, 39, 25, 2

LOSERS: 34, 19, 18, 5, 4,
29, 31, 33, 23, 26

Which means I got 3 of the winners and 4 of the losers.

Geez, I'm rather sorry I started all this. This sucks. My guru status is in real jeopardy. All I can hope for now is that some of my readers are as hopeless as me. I am now going to go through all the entries and see who won.

Back in a little.

- - - - - - - - - - - - - - - - - - - -

Hey, here I am again and I've got a big smile on my face! Why? Simply because,

Nobody Did Great!

In fact, every single "marketing" person (like myself) did just awful. In fact, one of the best marketing minds in the U.S. didn't guess a <u>single</u> winner. Zero. Zilch. And whom might that be? Why it's none other than my good friend. . .

Frank Cawood

Hey, Frank, isn't it wonderful to have a

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"friend" like me? A "friend" who, when you enter his contest and fail to guess a single winner, he trumpets that sad fact from coast-to-coast? And in many foreign countries? Lordy, won't this do wonders for your image?

Fear not for Frank.

I'm only kidding him because he's big enough to take it. (Plus, the fact I'm so relieved to have someone do worse than me.) I'll put Frank's marketing abilities up against just about anyone's. Because, he knows and I know and every good marketing man already knows that, the main lesson of this issue is. . .

YOU CAN'T KNOW WHAT
YOU DON'T KNOW!

A dumb marketing guy gets an assignment; the first move he makes is he goes into splendid isolation and, while mentally tramping around in his creative woods, he tries to "dream up" answers. He guesses.

Just like you and I've been doing on those 50 titles. Except that, you and I haven't been so dumb (or irresponsible) to ask a client to back our guesses with his hard-earned money.

No. You see, what you and I have been doing is playing a harmless game. And, the loser - if there is a loser is ol' Frank C. who got none of the winners right.

Poor Frank.

Hold your tears. You see, even though a guy like Frank may lose at a game like this of little consequence, he manages to win and win big when it comes to the major league game of real business. Because then, he does not guess. He tests. Everything. Copy appeals. Headlines. Price. Publications. Position. Etc.

AND THAT'S WHY POOR
OLD FRANK SELLS MILLIONS
OF BOOKS TO MILLIONS
OF PEOPLE AND
RAKES IN MILLIONS
OF DOLLARS!

Let's say you ask a "creative type" to help you

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hype a drug store. Do you think he could ever guess what's the most profitable item in your store? Tooth-paste? Shampoo? Magazines? Prescriptions? Could you guess?

I couldn't. You see, the most profitable, hottest selling item in drugstores comes in a little green and white box and it's called:

THE FLEET ENEMA!

Now tell me: How could you know that without knowing?

Another example of a guy who does not know to whom he markets: He gets this idea for a machine that you blow into and it tells you your alcohol level. What he figures on is putting this gismo in bars where the patrons will use it to see if they've had too much to drink.

Trust me, that man didn't know drunks. Not at all. Want to know why you don't see that gismo in bars? It's simple. . .

THE DRUNKS USED
IT AS A CONTEST MACHINE
TO SEE WHO COULD GET
THE HIGHEST NUMBER!

You're in real estate and one of your houses needs to be painted. Could you have guessed that the very best color would be yellow? Yup, it's true; yellow has more "curb appeal" for a house than any other color. Why? Who knows? But the point is, you couldn't have guessed that, now could you?

And, it's real dumb to assume things when, with a little effort, you can really know the answers. By the way, you know what you do when you assume things?

You make an ASS
of U and ME!

Sincerely,

Gary C. Halbert

Gary C. Halbert
AKA "Hangover Halbert"

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P.S. By the way, only 3 people (Harry Englert, J. L. West and Jack Flanagan) were able to guess even 5 of the 10 winners and the winner of my contest is Harry Englert because he also got 6 of the losers!

P.P.S. I don't like this issue of my newsletter. As I reread it, it seems to me it's not up to my usual standards. Too much preaching. Too much blowing off of steam. Too little hard info.

Nuts. I've been writing this letter for more than 2 years and this is the second time I've felt this way. And, since I don't charge for that which I am not totally proud. . .

THIS ISSUE IS FREE!

I've extended Harry Englert's subscription by 13 months for winning the contest and the rest of you I'm extending for 1-month because. . .

I'M NOT A POLITICIAN!

P.P.P.S. Do you have anything good to say about me? Would you be willing to say it in front of a TV camera? Soon? Please let me know ASAP! Thanks.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Friday, 2:15 P.M.
December 9, 1988

Dear Friend & Subscriber,

Oh boy!

What you are about to read is probably the best news I've had to report since I starting publishing this letter. For some of you, what you are about to read will seem like a message from heaven. For the rest of you, who don't need this info immediately, you'll certainly know someone who does need it and, you can share it with them as an early Christmas present.

Alright, let's get to it. Unless you've been living in a closet for the last few years, you are undoubtedly aware that it's damn near impossible for a direct response company to get a

get a merchant account, I sloughed her off to Paulette and refused to give her any of my time.

Well, lo and behold, guess what? This young lady took some credit info from Paulette and, two days later, we did indeed have a merchant account. But her fee. . .oh Lordy, are you ready for this. . .

HER FEE WAS A
BIG FAT $150.00!

And that was it. No BS percentages. No trickery. No hassles. Just a nice young lady who delivered what she promised for a fair price. And, wonder of wonders, there are no extra "processing charges" or any other Mickey Mouse tacked-on expenses.

And know this: some people who've offered to solve this problem for us wanted a rate of 11%! Yet, by working with this young lady, we pay a simple, fair and just rate of. . .

2.65%!

Now, I bet many of you are hoping I'll give you this young lady's name and number, aren't you?

Fear not, I will. However, there are a few other things you need to know: (1) the bank she works with will <u>not</u> take telemarketing firms, (2) you may (we did) have to make a reasonable security deposit in the form of an interest-bearing CD, (3) your "financials" will be closely examined and (4) I'll be looking over her shoulder at the inquiries she receives and, if I'm able to recognize any bad apples, I'll do what I can (considerable) to put the kibosh on the deal.

Enough said. The lady's name is **Joyce Gaines** and her number is **(213) 257-1818.**

You know, I can see it now. Some scumsucker, by clandestine means, gets a copy of this issue and reads what I've just written and drool and spittle will begin dripping from his mouth. His greed glands will be amped to the max and he'll be thinking...

"Hey, this dumb little twit doesn't know what she's stumbled onto. <u>I</u> could be getting <u>thousands</u> for what she's offering so cheap. I think I'll look into this and knock her out of the picture and take this deal big time!"

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Beware slimebag. As I said, I'll be looking over her shoulder and, if you try any of this kind of crap, you may just find that the amazing, semi-handsome Prince of Print has a little unpleasant surprise for you.

Let's change the subject, shall we? Now, how'd you like some more good news? Well, why not? It's Christmas, isn't it? Listen: I've stumbled into something that's new (at least it's new to me) that can unfreeze your mental sludge and open up brand new vistas of profit for you. There's probably a better name for it but, what I call it is. . .

Vanity Radio!

You are, of course, familiar with vanity publishing, right? That's where some dork writes a book on the "History of Caterpillars in Iowa" and, he discovers, surprise...surprise... that no one will publish his book. So, what he does is, he goes to a vanity publisher who pretends to have read his manuscript with great enthusiasm and who charges him an arm and a leg to print up 5,000 copies of this book, all of which, (except those he gave to his friends), end up collecting dust in his garage.

Not so with vanity radio. It actually is a valid, viable way to advance your business endeavors. . .

PROVIDING YOU HAVE SOMETHING TO SAY OF SOME INTEREST!

Here's an example of how it can work. There's a station in Glendale, California whose call letters are KIEV and you can get them at 870 on your AM dial. Now, what they'll do is sell you a block of time, at a very reasonable rate, in which you can create your own talk show. The way I got onto this was, I was running one of my ads in the L.A. Times, **"The Amazing Cash-Flow Secret Of A Desperate Nerd From Ohio,"** and I get a call from a guy who says the subject of my ad (my report **"16 Ways To Sell Anything to Anyone Without Ever Meeting Them In Person"**) would be a natural for a radio talk show. He then goes on to tell me I can buy an entire hour of radio time for only $1,200 and he'll arrange to have me interviewed by one of the station's announcers.

What the hey? Always eager for another shot at self-aggrandizement, I go for the deal and I send off a check and show up at the station the following Saturday. A few minutes before air time, the guy who's going to interview me bursts into the room and says, "Let's go next door. You sit here and I'll sit there."

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And we're off!

I'd already given this guy a list of questions I wanted him to ask me and he did so while, intermittently, giving out the telephone number the listeners could call to order my report.

It worked out pretty good. I did enough business to just about pay for my air time (actually, counting the "back end," I'm probably considerably ahead) and, as a bonus, they gave me a cassette of the show that I am free to use in any way I choose except. . .I can't re-broadcast it.

There are some very interesting ramifications to this situation. Let's say, for example, you're working on a space ad or a direct mail package and you can't seem to get it on paper exactly the way you want it. Maybe this is the umpteenth time you've had to sit down and bat out a piece on the same thing and you can't seem to come up with any fresh ideas. Or maybe you're working on a brand new project and you just can't seem to get it flowing.

In any case, what you might want to try as a novel approach is, to book yourself an hour or 1/2 hour on KIEV or a similar station and arrange to have yourself interviewed by one of their people. You make up a list of questions you want to be asked and also, you let the interviewer ask his own questions as they occur to him. And, since this is a talk show format, you'll also be receiving call-ins from people with additional questions.

In any case, when it's all over, you'll have a 30-minute or a 60-minute tape recording of you (hopefully at your best), talking about whatever it is you're selling. Most likely, you'll hear yourself saying some new things, things you've never said before, or said perhaps quite this way. That will occur because of the unexpected questions that will pop up and because of the adrenalin inherent in the situation.

Now, what you do next is, you get a transcript of the show and you go over it with a fine tooth comb looking for fresh ideas you can transfer over to your print campaigns.

So, the first thing you can use vanity radio for is to get your brain unglued whenever you're stuck.

What else? Ok, since the announcer will be constantly telling the listeners how to call and order what you're selling, you also rake in some money. . . maybe even a profit.

What else? Ok, let's say you're selling something like

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financial services that require quite a bit of explanation plus... quite a bit of validation and, being on the radio will give you some.

So maybe, what you might want to do is make dupes of the cassette of your show and send that cassette with a cover letter to your best prospects. By the way, as a little "insurance" you might want to "stack the deck" by having some of your friends standing by to call in while you are on the air with questions, the answers of which make you look especially good.

So, what you get from all this is. . .

1. help in creating your written sales pitch

2. orders

3. credentializing

PLUS. . .

YOU GET TO BE A
STAR FOR A DAY!

Ah, but what's all this wonderfulness going to cost you? An arm? A leg? Your sister's virtue? Not at all, Kemo Sabe. What it currently costs (call KIEV for more exact figures) approximates. . .

$1,200...for a full hour
$600...for a half hour
$300...for 15-minutes

. . .or if you just want to buy some 2-minutes spots (it would be silly) you can get them for about $200 apiece. So, if you're interested, here's the name and number of the man to call. . .

Walter Zlotnicki
(213) 245-2388

Now, having said all that, let me say this - the real reason I did the KIEV radio show is, I'm getting ready to film a half hour "informercial" for cable TV and, doing it first on the radio is a cheap way to "debug" the show. By the way, you should also know that you can "can" your show. In other words, you can use the facilities of KIEV or, you can record somewhere else and, you just give KIEV the tape and they'll play your show straight through without making any changes.

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And, speaking of radio, let me remind you of something. Many years ago I learned that, whenever I'm running full-page ads in newspapers and, I also "advertise my advertising" by using radio spots that reference the newspaper ads that, as a rule, it. . .

TRIPLES RESPONSE!

You do it like this: Let's say you're running an ad that exhorts people to buy their Xmas trees from you because. . ."You won't be cruel, just because it's yule" and you'll give them a real bargain. So, on the day your ad appears, you run a bunch of 60-second spots that go like this. . .

ATTENTION EVERYBODY
WHO LOVES CHRISTMAS!
WOULD YOU LIKE TO
HAVE A REAL LIVE
NORTHERN PINE EVERGREEN
CHRISTMAS TREE TO
HELP MAKE YOUR HOLIDAY
SEASON MUCHO MERRY?
WOULD YOU LIKE TO BUY
YOUR CHRISTMAS TREE IN
THE MOST CONVENIENT WAY
POSSIBLE AND GET IT AT
THE CHEAPEST PRICE IN
TOWN? IF SO, READ THE
HERALD EXAMINER. READ
IT TODAY. JUST LOOK FOR
THE PAGE WITH THE BIG
HEADLINE THAT SAYS. . .
"HOW TO BUY A GREAT
CHRISTMAS TREE AND STILL
HAVE ENOUGH MONEY LEFT
OVER TO CELEBRATE NEW
YEARS." THAT'S TODAY.
IN THE HERALD EXAMINER.
ONCE AGAIN LOOK FOR THE
PAGE THAT SAYS "HOW TO
BUY A GREAT CHRISTMAS
TREE AND STILL HAVE
ENOUGH MONEY LEFT TO
CELEBRATE NEW YEARS."
THAT'S TODAY. IN THE
HERALD EXAMINER.
THANK YOU.

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And heck, while I'm on the subject of radio, let's go for more. A couple of weeks ago I was teaching at a marketing boot camp (you should go to one) in Fort Lauderdale, Florida and I met a copywriter named Bob Rutz. He told me about an outfit called American Radio Network that has midnight to 8 A.M. slots on stations in 4 major areas. Those areas in California are: Riverside, L.A. & the "Valley," and Fresno. They also have a station in Hawaii. Now, apparently, they'll play your canned 1-hour show. . .

for only $60.00!

They say that you own each show and you can run it on other stations. Also, they get 4-minutes of your hour to run their commercials. Also, according to my erstwhile researcher, "Cruel Johnny Carlton," they also want you to come in and do a test tape to make sure you're not pathological or sound like Minnie Mouse. There's more: They want you to commit to your time slot every week, they want you to attend 4-weekends at their studio (they're kidding, I hope) to learn how to handle the studio. And, since they're not set up for live shows yet, you definitely must pre-tape or can all your shows.

Listen: I haven't checked all this out but it does sound interesting. So, if you want more info you can call them for their written information at **(213) 468-0080** and, you can call Friday noon to 7 P.M. only, at **(213) 468-0095** and ask for Jim Guthrie.

Who knows? Maybe this will come to naught and be a total bust as far as you're concerned. Or maybe, it'll work out. Give it a try, if it fits within your scheme of things.

Let's change gears and go on to another subject. There's something I've been wanting to tell you for a long time but, so far, I've never been able to make it fit into the "theme" of any of my letters. Well, it doesn't fit into the theme of this one either but, I'm going to tell you anyway.

So there.

And, so anyway, years ago, I was sitting at the feet of Ed Mayer, the "Dean of Direct Mail," and he taught me many amazing things. Here's one I've never forgotten: Ok, let's say you have a successful sales letter that pulls in a certain percent of orders. Then, if you wait 3-weeks and then mail what appears to be a carbon copy of your original letter with a note that says,

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"Here's a copy of my earlier letter - still waiting for your reply," that you'll pull in about 60% to 70% of what you pulled in with the original letter.

But here's the kicker: If you mail the carbon copy version first, (without ever having mailed the original) you'll pull in more than you would have by mailing the original!

Now, here's another direct mail idea that can dramatically increase your response. Let's say you're mailing a piece that includes a brochure. What you do is you convert your brochure into an ad, run that ad in a prestigious publication like a national newspaper and then, you have extra copies of that ad printed up. . .and printed on newsprint!

Then, you replace your brochure with the newsprint reprint and, in your sales letter, you say something like. . .

"Dear Friend,

I'm sending you a copy of a recent piece about how to cure poverty that appeared in _____ _____ _____."

Etc. etc.

You'll get more readership, more believability and more orders!

Sincerely,

Gary C. Halbert

Gary C. Halbert
Airhead of the Airways

P.S. Do you know any more stations across the country who use this vanity radio idea? I'd like to know about them.

P.P.S. 1988 has been good to me. I sure hope it was for you, too. I want to wish you the happiest of holidays and a. . .

MERRY CHRISTMAS!
AND/OR
A HAPPY HANUKKAH!
AND FOR SURE
A HAPPY NEW YEAR!

God bless you.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Monday, 5:30 P.M.
January 12, 1989

Dear Friend & Subscriber,

By the time you receive this letter, I, sir Gary of Halbert, the Ravin' Maven of Marketing, shall have fled the drizzly state of California and skied out to sunny Florida.

As you know, the purpose of this letter is not to teach you how to invest your money. No. The purpose of this letter is to help you make more money. However, having acknowledged that, let me now say this: I have stumbled onto a situation in Florida that maybe, just maybe, is worth mentioning in this letter.

Even though it concerns an investment idea rather than a money-making one.

Anyhow, what happened is that, last month, when I'm in Fort Lauderdale teaching at one of those high-priced ($5,000 for 2-1/2 days) marketing boot camps, Paulette and I decide to go shopping. What we are shopping for is a little house on a canal near the Port Everglades entrance to the ocean and/also, maybe a charter boat operation we could invest in for pleasure and profit.

Well, we didn't end up buying either one. We did discover, however, that Florida real estate is breath-takingly cheap when compared to California properties. And, we also discovered that getting into the charter boat business is more of a hassle then we, personally, are willing to endure.

So, what did we buy? I can still hardly believe it. You see, we went and spent a big wad of our hard-earned money and. . .

WE BOUGHT A BOAT SLIP!!

Listen: There are thousands of wealthy boat owners in Florida and more

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coming in every day. Likewise, there are thousands of boat slips in which those owners can dock their boats. But. . .there are not thousands of great boat slips.

And, what makes a great boat slip, you ask? OK, for one thing, it would have to be located in a big, modern, first-class marina that has every facility you could imagine. For another, it would need to be in a marina that is near the ocean.

Think about it. If you wanted to go fishing or diving, you wouldn't want to have to chug along in a canal for two or three hours -- just to get to the ocean -- now, would you?

In any case, what's happening now is, a few of the scarce, really first-class luxury marinas are starting to "condo-ize" their docks and boat slips. In other words, in come cases, what you can do now is buy a boat slip instead of renting it.

This has several advantages. First, you never have to worry about having a place to dock your boat. Secondly, it can be an income-producing investment because, when you are not using the slip, the marina will rent it to other boat owners and manage everything for you and you get to keep 70%+ of the money.

So, how much does it cost to buy a "condo-ized boat slip" and what should you care?

Good questions. Look, as far as I'm concerned, Bahia Mar in Fort Lauderdale is the best marina in South Florida and that's where I'll be (in slip B-216) for nearly all of January and much of 1989. Bahia Mar has bout 350 boat slips and, the ones that are being condo-ized range in price from $125,000 to $340,000 and they are being snapped up. . .

FASTER THAN 1-PER DAY

When you "buy" a slip (actually you're technically buying the leasehold rights) at Bahia Mar, you get a lot for your money. You get the use of all the facilities of the luxurious Bahia Mar Hotel, you get telephone, fax, computer and cable TV hook-ups. You get "room service" directly to your boat and so on.

Now, why should you care about all this? Hmn? Maybe I can make it clear by whomping a little tale on you? Once upon a time, (just three years ago), a guy decides to buy into one of these condo boat slip deals in a marina in Key Largo called the Ocean Reef Club. (By the way, I was there with Ed Mayer, the "Dean of Direct Mail," once, and, as we were relaxing on the deck of a luxury yacht, he said, "I wonder what all the poor people are doing today?")

Forgive me, I digress. So, back to the guy who buys that boat slip -- what he does is, he pays $250,000 for it!

Can you imagine that? $250,000 for a place to park a boat? Well, here's the good part: That guy recently sold his slip and. . .

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HE GOT $595,000 FOR IT!

Not too shabby, eh? Let's see, turning $250,000 into $595,000 means that, in just 36 months, he got. . .

A 238% RETURN ON HIS INVESTMENT!

You know, somehow it seems to me that that's a better deal than most folks are getting from the stock market. And, if you want to check it out, I suggest you call a delightful young lady named Maura A. Brassil and her number is. . .

(305) 764-2233

And, there's another thing I want you to do and do it <u>right</u> <u>now</u>! And, what's that, you ask? I want you to. . .

STOP BITCHING!

I know. I know. You didn't sign up for this letter to learn how to buy a boat slip, did you? No. No. No-ooo. You subscribed so I could teach you how to <u>make</u> <u>money</u> not invest it, right?

OK, OK. As a reward for your patience, howsabout I open the door for you on the biggest money-making opportunity I've ever come across? Would that make things square?

GEEZ, THE THINGS I GOTTA DO!

Hark unto me. Listen: During the last couple of years, I've done an enormous amount of public speaking. Not only that, I've been a featured instructor at several of those $5,000-a-pop marketing boot camps. Moreover, this newsletter is read by the vast majority of the people who really count in the field of direct marketing. And, as you know, I do a lot of "self-aggrandizing advertising." I'm currently "starring" in a commercial on Financial News Network (FNN); you can see my self-centered ads in DM News, Investors Daily, The Wall Street Journal, The L.A. Times, etc.; you can hear me on cassettes and on the radio. . .and on and on and on.

So what? How does any of this put a buck in <u>your</u> pocket?

Hold on Buckwheat, I'll get to it. I promise.

OK now, where was I? Oh yeah, I was telling you about all the stuff I do in the name of unmitigated conceit. So anyway, the latest piece of propaganda I've come up with is a report titled "16 Amazing Secrets You Can Use To Sell Anything To Anyone Without Ever Meeting Them In Person." Many of you have that report. However, for those of you who don't, you need to know it consists of 16 sections, most of which are made up of back issues of this newsletter.

Well, I don't mean to brag (?) but, this is the most well-received piece of

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work I've ever published. People call and write me constantly about it. Some say they've read it 10 times. Most say this report has more valid money-making ideas than anything else they've ever read. One guy even said that reading the last two sections prevented him from suicide.

Etc. Look, I'm not trying to sell you on buying this report. Most of you have already read most of this stuff anyway. What I am trying to communicate is that, foolishly or not, there now seems to be legions of people all over the U.S. who seem to think I've got something on the ball and who want to work with me.

You'll see the significance of this in a moment. But first, just to make sure we're both on the same wavelength, I want you to read section #3 of my report which I am reprinting here in its entirety.

SECTION #3

How To Get As Much Money As You Need To "Roll Out" Your Project And Get It Without Borrowing!

My newsletter goes out all over the world. Many of my subscribers are extremely successful and many of them have enormous amounts of money.

These people are in contact with me on an almost daily basis and they are always asking my opinion on different areas of their business activities. Sometimes they want my opinion on a person they may or may not decide to hire. Other times they want to know if I think their current marketing campaign could be improved. Often, they send me their ads and sales letters for critique.

And so on.

However, one of the most common questions I am asked is if I know about any new and tested ideas in which they can invest money.

Now, let me tell you something: If you have a totally unproven idea that you are "hoping" will work, then, I probably can not help you. On the other hand, if you have an idea that you have tested with good results then, my friend, I may be able to direct you to one or more people who may very well be willing to totally finance your business in return for a share of your profits.

Look, testing your ideas will cost you some money. However, when you read Section 5 of this report, you will learn how to test an ad in a daily newspaper at the lowest possible cost. And, if you are a real hustler, you can use the info in Section 9 to mail thousands of sales letters virtually free.

Besides that, if you decide to test your idea via "conventional" direct mail, it should only cost you $1,500.00 or so if you are willing to do most of the work (addressing, sealing, stuffing etc.) yourself. So anyway, once you do your test and you have actual numbers then, here is what you do. You write me a letter something like this:

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Dear Gary,

Sometime ago I had an idea for selling a report my wife wrote on "How To Lose Weight Without Starving" and I wrote a newspaper ad offering her report for sale. I ran the ad in the Podunk Daily News which has a circulation of 53,000 and the ad cost me $1,200.00 for a 1-time insertion.

I priced the report at $12.00 plus $1.50 postage and it costs me about $3.50 to fill an order. Therefore, every order yields up $10.00 in "contribution to overhead." My ad pulled in 220 orders for a total gross of $2,970.00.

At $3.50 to fill an order it cost me $770.00 to fill all my orders. Therefore, my total costs ($770.00 to fill orders and $1,200.00 to pay for the ad) were $1,970.00 which, when subtracted from my gross of $2,970.00 left me a bottom-line profit of...

$1,000.00.

Please let me know if you know anyone who would be interested in funding this project for a share of the profit.

Sincerely,
So & So

O.K., as soon as I receive such a letter from you or someone else, what I do is, I immediately put the world out to my network of potential investors and usually there is some very fast action!

Think about it and, if you ever need funding to promote your proven ideas, I welcome your call.

By the way, my number is...

213-273-7053

OK, you got all that?

Now, here's the thing: People are responding to my report in general and, section #3 in particular, in droves! People are coming to me with valid tested ideas and, there's no way in the world I can handle all this stuff myself.

But, it would truly be a crying shame if I let all this go to waste.

Want proof? Check this out. A guy calls me for an appointment and then comes to my office. His story: He's an insurance agent and he's written (and published) a little book titled "How To Save A Fortune On Your Auto Insurance." Then, not knowing any better, he tells me he created his own sales letter and mailed it to. . .

A RESIDENT LIST!

And, even though such a list should not work, he told me he got a 5.8% cash-with-order response!

Do you realize what that means? It's very simple. It means that with a little savvy list selection, he should be able to mail something like maybe. . .

70 MILLION LETTERS AT A HUGE PROFIT!

By the way, here is an exact copy (sans name) of the letter this man sent me.

(Go to Page 6)

Dear Gary,

I recently purchased your book entitled 16 Amazing Secrets You Can Use To Sell Anything To Anyone Without Ever Meeting Them In Person after reading your excellent advertisement in the Los Angeles Times (10/3).

After receiving this publication in a very surprising short period of time, I eagerly read through it from the front to the back, completely. After reading section three, Roll Out, I am going to take you up on your offer, here go's ...

I have the hottest and most desired book out, period ! As you can see from the enclosed literature, my exciting block-buster entitled "How To Save A Fortune On Your Auto Insurance" could be one of the best selling books of the century. This out-standing publication can be marketed nationwide and with updates every couple of years this book has an unlimited life. Can you remember when insurance rates went down ? They only keep getting higher and higher. Let your mind wonder with the possibilities after reading the enclosed literature I've provided.

Gary, I've taken the liberty to use the sample letter you suggested sending you for simplicity purpose which you will find attached.

I am currently seeking potential investors to promote this proven idea on a grand scale. If this is of interest to you or someone you feel is serious and has the means I would be very interested in exploring the possibilities.

Recently I wrote and published a book entitled "How To Save A Fortune On Your Auto Insurance". I did a direct mail cam-paign in the West Los Angeles area of 5,000. mailing with the following results.

I priced the book at $12.95 plus $2.00 postage and handling. it cost me approx. $2.38 to fill an order. Therefore, every order yields up $12.57 in contribution to overhead. My mailing pulled 290 (5.8%) orders for a total gross of $4,335.50.

At $2.38 to fill an order it cost me $690.20 to fill all orders. Therefore, my total cost ($690.20 to fill orders and $2150.00 to pay for the mailing) were $2840.20 which, when subtracted from my gross of $4,335.20 left me a bottom-line profit of ...

$$$$$$$$$$ $1,495.30 $$$$$$$$$$

$$$$$$$$$

Please let me know if you know someone who would be interested.

So, what did I do when he told me all this? That's easy. I wrote him a big check and got him to sign a contract giving me the exclusive rights to his book and his direct mail promotion for same.

Another example. A guy calls me, says he's read my report 10 times and he's got to talk with me in person. He comes to my office with another (much younger) man and here's what they tell me: The younger man is the son of a NASA scientist (now deceased) who was one of the main men responsible for putting an American on the moon. Anyway, in his spare time, this scientist puttered around (heh, heh) designing a set of golf clubs that are engineered according to something called "the laws of curved motion." These clubs are then given to a teaching pro (the older of the two men sitting across from me) and he thinks they are fantastic and he gives them to several "big name" pros to test out.

The pros <u>love</u> the clubs! They rave about them and these guys show me article

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after glowing article in golf publications wherein these pros lavish praise on the clubs.

But, more importantly, the young guy showed me a $9,400 ad (he produced the actual invoice) that he ran in The Wall Street Journal for just the putter.

The result? That $9,400 ad pulled in more than $60,000!

And, the older guy then produces a golf magazine with a two page spread that cost him $25,000 (it featured the full set of clubs) that. . .

PULLED IN $630,000!

So, I decided to do business with these guys, also. But, blinded by the light, guess what I forgot?

I FORGOT THAT I HAVE APPROXIMATELY THE SAME TALENT FOR MANAGEMENT THAT A PIG HAS FOR SOLVING GEOMETRY PROBLEMS!

And yet, these good deals like the two I just described keep pouring into my office on an almost daily basis.

What to do? What to do? "Hmn," I say to myself, "just because I'm a management idiot doesn't mean my subscribers are as hopeless as me!" So, I've got some questions for you:

1. Do you have money to invest in projects like these?

2. Can you make the "go ahead" decision yourself without having to run to your lawyer, your accountant, your spouse or your Daddy?

3. Do you have some management ability to go along with your money? I'm talking specifically about the expertise to run a huge TV, direct mail or space advertising campaign.

4. Would you be willing to share a teensy bit of your profits with the Prince of Print in return for him feeding you some of these good deals?

Hey, if you answered yes to all of the above questions, you and I need to talk personally.

I'm serious. Look, in a business with a huge percentage of slimebags, it has taken me years to establish myself as a savvy, honest guy whose word is literally his bond. And now, I want to capitalize on that hard-earned reputation. . .

WITHOUT SCREWING AROUND TRYING TO SET MYSELF UP IN A MANAGEMENT SITUATION FOR WHICH I AM TOTALLY UNSUITED!

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Now, having said all that, please let me say this: If you are on the other side of the coin and, you've got a hot, tested promotion and, you want someone to run like crazy with it and pay you your fair share of the loot then. . .you should call me too!

I want to say something serious here with no attempt at humor. Listen, for whatever reasons, valid or invalid, when it comes to the direct response industry, my office has become "ACTION CENTRAL." You truly wouldn't believe the deals, the ideas and the opportunities that flow to my office and across my desk. And, quite simply, I can't take advantage of it all.

But, I want you to help me not let all this go to waste. You know, there are so darn few really good people out there that it's a shame they don't have a good way to connect up with each other.

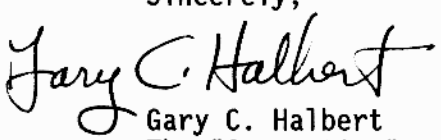
Well, now they do! Since I seem to be the spider sitting fat and sassy at the center of this wondrous web, I've decided to set myself up as a matchmaker and do what I can to put all the good people in touch with each other.

So, if you've got something: Talent, money, DM management ability, a tested promotion and so on, I want to you join me and become part of what's soon going to be known as. . .

GARY HALBERT'S GENIUS NETWORK!

Please let me hear from you.

Sincerely,



Gary C. Halbert
The "Connection"

P.S. I've got a hot (and valuable) free gift for the first 100 of my subscribers who call my office within the next 11 days. I won't be here to take your call but Susan and/or Lissa will and they'll send out your surprise the same day you call!

P.P.S. Another hot deal just came in by FAX! It's a health newsletter somebody wants to sell with 40,000+ active subs and a $2,000,000 annual gross. Any takers?

P.P.P.S. Want to write me in January?
Here's where:

Gary Halbert
c/o Original Seahunt Slip B-216
Bahia Mar Marina
801 Seabreeze Boulevard
Fort Lauderdale, Florida 33316

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Fort Lauderdale, Florida
Thursday, 7:30 A.M.
February 9, 1989

Dear Friend & Subscriber,

My friend Joe Sugarman came down for the Super Bowl and I invited him and his pretty daughter Jill to take a little cruise with me on the trusty Original Sea Hunt.

So, there we were, tooling around in Port Everglades when we come upon a huge, bloated and tasteless vessel called the Trump Princess. What I do is, I steer over to just a few yards from this vulgar monstrosity and I yell out to a crew member, "Hey! Tell Donald that Gary Halbert and Joe Sugarman are here!"

The crew member said he would....right after Mr. Trump finished his nap.

The next day, I'm cruising with another old friend, Sam Kendes, who looks something like Walter Matthau with a world-class hangover. And, once again, I approach the Trump Princess and this time I yell out, "Hey! Tell Donald I can't make the mortgage payment this month and ask him if he's got enough money to make it by himself for the next 30 days!"

No response. This crew member didn't seem to have much of a sense of humor so I tootled on about my business.

Anyway, all this got me to reflect a bit on the Trump Princess and I got to idly speculating on what such a monster tub would cost. (I know, I know. If you have to ask, you can't afford it.) Which also led me to realize that one of the most important areas for me to cover in this newsletter is the matter of what is the most profitable price for you to charge for your goods and services.

Let me begin to focus in on this <u>crucial</u> subject by making an important observation which is....

PRICE IS RELATIVE!

Listen: Fort Lauderdale offers (if you can afford it), the highest quality of living to be found anywhere in the U.S. and, probably, the world. It has 6-1/2 miles of uninterrupted beach, 170+ miles of inland waterways, (<u>much</u> more than Venice, Italy), a gorgeous subtropical climate and, for sickos who like that sort of thing, lots and lots of sweet sexy maidens running around in string bikinis.

It also has the Jungle Queen.

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The Jungle Queen (actually, there are several of them now) is a large passenger touring boat that leaves almost every night of the year for a fascinating and informative trip up the New River which slices East/West through the heart of this wonderful city. During the trip, the tour guide points out the local attractions and he makes a special deal out of showing off those yachts and homes that will get an "ooh" and an "ahh" from his audience.

Well, he certainly did a good job and he got a lot of "oohs" and "ahhs" from me and Paulette...but not for the reasons he would have guessed. You see, when he would point out a particularly magnificent waterfront house and then say, "And guess what, folks, if you're in the market, this one just happens to be for sale and you can pick it up for only 'X' dollars!"...and the audience would marvel because it was so expensive and Paulette and I would marvel because, to us, it....

SEEMED SO CHEAP!

Hold on! I'm not trying to say we've got monster bucks. No. What I'm saying is that we are from L.A. and, in the City of Angels, it costs more to buy an average home in an average neighborhood than it does to buy a waterfront mansion in this neck of the woods!

PRICE IS RELATIVE!

A few days after our Jungle Queen trip, I'm taking a course in powerboat handling from the Bahia Mar Yachting School (I did great) and I get to talking to one of my fellow students named Ed who is from some dreadful state like New Jersey or somewhere. Ed is retired now but, previously, he traveled all over the world building power plants for General Electric. So, we get to shucking and jiving about the cost of living in various geographic locations and he tells me how outrageous it is in Tokyo, Japan. It seems that, over there, you have to have your car inspected every three years at a cost of $2,500. Also, he says, it'll set you back about $1,000,000 to join a country club. Fruit, he says, is not sold by the bunch, but rather by individually wrapped pieces and a single banana, for example, will run you about eight smackers!

You know, here in Lauderdale, whenever we are presented with a bill for something, Paulette and I have a tendency (unless the bill has something to do with a boat) to giggle. That's because, to us, the tab always seems so low.

PRICE IS RELATIVE!

And, did you ever notice how Japanese tourists seem to giggle constantly.... even in Los Angeles? Why? It's very simple. You see, to them, even L.A. prices are a joke.

PRICE IS RELATIVE!

I believe all of us have psychological price points of resistance that are embedded in our psyches since childhood. I, for instance, know what a hamburger is supposed to cost. It's supposed to cost 25¢ and, if you want a slice of cheese on it, it is supposed to cost 35¢. And a Pepsi is supposed to cost 10¢.

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And don't you try to tell me different!

You see, I know all this because I bought hundreds of hamburgers, cheeseburgers, and Pepsis from Bell's Diner on Wooster Road in Barberton, Ohio when I was in my teens and therefore....I know what this stuff is supposed to cost.

A relevant side trip: Years ago, I and my family lived for several weeks at The Plaza Hotel (one of my favorites along with the Pierre) in Manhattan. Never mind that the rooms were costing me hundreds. Never mind that the air fares cost me thousands. Never mind that cocktails in the Oak Bar would set you back a small fortune. No. All I could focus on was that those robbers were charging me $5.50* (it's probably twice that now) for a room service hamburger.

Can you deal with that? Whew!

I want you to imagine something. I want you to imagine you are on the ground floor of a tall, narrow building with one room per floor. You've got a ten foot pole in your hands and you are pushing the sharpened, pointy end of that pole against the ceiling...

WHICH IS MADE OF HARD RUBBER!

You push and push. You sweat and strain and finally you break through to the second floor. And then, you run upstairs and you pull your pole through the hole you've made and it is almost effortless to keep your pole going up and up until you come to the hard rubber ceiling of the second floor. And then, once again, you meet a lot of resistance. But, once again, when you do break through, it's easy going until you come to the ceiling of the third floor.

And so on.

And so it is with points of price resistance. What I'm trying to illuminate here is that, once you break through a certain level of price resistance, you may as well go all the way to the next resistance point. For example, a common price point in mail order ads is $19.95. Now, most of my experience tells me that, if you are going above $19.95, you may as well go all the way to $39.95. And, after $39.95, you may as well go all the way to $69.95.

A curious story: Years ago, I was selling an El Cheapo impulse item and I tested $1.00, $2.00, and $3.00 and the $3.00 price won hands-down. But, when I tried to go above the $3.00 level -- even to just $3.10 -- my sales went right into the toilet!

So, how much should you charge for what you are selling? That's the real question, isn't it? Hang on. I'll cover that in just a bit. But first, here are a few ideas I have about price points:

* If you are going after "just slightly qualified" leads and you want to eliminate freeloaders, ask the folks to send you $1.00 or $2.00.

  But, at this range, do not ask for a fractional amount like 97¢.

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* I had Paulette call the Plaza and check and the current price for a room service hamburger is $19.00!

By the way, Blade Thomas (an excellent copywriter) and I once worked on an ad headlined "The Amazing Blackjack Secret of a Las Vegas Mystery Man" and we charged $2.00 for postage and handling for our written material and....

THOSE $2 PAYMENTS COVERED THE ENTIRE COST OF A FULL-PAGE NEWSPAPER AD!

* $3.00 is probably the most viable price when you are trying to make a profit with a low cost impulse item.

* If you are going above $3.00, I suggest you go all the way to $7.95 plus $1.00 postage and handling.

* The next stop (if I were doing the testing) would be $9.95 plus $2.00 postage and handling.

* Next: $14.95 plus $2.00 postage and handling.

* Next: $19.95 plus $3.00 postage and handling.

* Next: $39.95 plus $3.00 postage and handling. That's right. My experience leads me to believe that, after $19.95...

THERE ARE NO MORE HARD RUBBER CEILINGS UNTIL YOU HIT $39.95!

* Next: $69.95 plus $3.00 postage and handling.

* Next: $97.50 plus $5.00 postage and handling.

* Next: $134.50 and no postage and handling.

* Next: $195.00 and no postage and handling.

NOTE: These prices are not etched in stone. No. They are merely intelligent guidelines.

Now, here's another tidbit of interest: You notice I've emphasized that you should go from $19.95 straight to $39.95 with no stop in between, right? OK, but listen: That's only for when you are selling direct from the ad or letter. If your ad asks people to telephone and, at your end, you have people reading a short, low-pressure, "path-of-least-resistance" sales pitch, I suggest you ask for $24.50 which, for some strange reason, seems to be the price that proves out the most profitable in these situations.

Also, you can probably get away with having your phone person tack on another $3.50 for shipping, etc.

Another thought: If you are price testing on a new promotion, test at the

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lowest price at which you could reasonably hope to make a profit. Also, test this lowest price to a group of your very hottest prospects.

Why? Simply because most new projects fail and, if they are going to do so....

YOU WANT TO FAIL AS FAST AS POSSIBLE!

Listen up: Time is the irretrievable element. What you don't want is to end up with bad numbers and be wondering, "Gee, maybe it would've worked if I only hadn't asked for so much money. Maybe I should re-test at a lower price."

No good. Look, Buckwheat, maybe this deal wouldn't fly even if you gave the item away and, if so...

YOU WANT TO FIND OUT
YOUR VERY FIRST SHOT OUT OF THE BOX!

Now, let's go to the other end of the scale. What if you're trying to sell something much more expensive like a seminar? Or a yacht? Or a Rolls Royce? Or your consulting services?

If so, my first piece of advice is....

SELL IT FOR WHAT'S IT'S WORTH!

Don't ask for more. Even if some people will pay it. Why? Because it's not ethical, damn it, and you'll be cheating someone and that sucks.

Don't ask for less. If you do, you'll be cheating (and demeaning) yourself and that sucks also.

Come closer. Listen: I don't know for sure, but maybe I'm the most in-demand copywriter in the country. Believe it or not, I really do turn down 9 out of 10 prospective clients (read "Can You Afford to Hire the Amazing Prince of Print?" to understand why) and, because of this, I can, within reason, charge pretty much whatever I wish. However, in many cases, people are so eager to work with me that they are willing to pay far more than my standard fee.

BUT I DON'T TAKE IT!

And, why not? Simply because it isn't right. Look, whenever I go into a deal, I do not go into it as a negotiator. No. I go into it as a detective. And what I'm trying to "detect" is what deal is fairest and most likely to work for everyone concerned.

I don't want more than my share.

I don't want less than my share.

You know, there are many people in the world of business who get their jollies out of besting someone else in a deal. They gloat when they find a

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printer down on his luck and they can squeeze him to sell them envelopes at less than cost. They hammer all their suppliers down to the last cent. If they're in direct mail, they want everybody's profit....even as far back as the guy who grows the trees that are used to make the paper the sales letters are printed on.

How sad. These guys are often wealthy and they think they are a success. But they're not. They're just lonely, lop-sided losers. Here's a composite picture of a typical American tragedy:

> He's a multi-millionaire and he owns a chain of 73 retail widget outlets. He's 60 pounds overweight and his cholesterol level is sky high. He hasn't had a meaningful talk with his kids in five years and they're all taking drugs and think of him as a pathetic cartoon figure. He and his wife have separate bedrooms and his love life is nothing but a faded memory.
>
> And so on.

And, can you guess what is the #1 priority of this miserable wretch? That's easy. What he's most concerned with is...

OPENING HIS 74th RETAIL WIDGET OUTLET!

What's that? You say you didn't subscribe to this letter so I could have a soapbox upon which to spew out my vapid moralizations? You say you want something really useful and immediately profitable on the subject of pricing?

Alright, what if I reveal unto you why the prices you are currently charging (no matter how many tests you've made) are probably way off the mark as far as maximum profitability is concerned? OK, boss? So, now hear this:

THE MOST PROFITABLE PRICE YOU CAN CHARGE VARIES DRAMATICALLY DEPENDING ON HOW "SOLD" YOUR PROSPECTS ARE!!!

Listen: About 70% of all adult Americans (including me) are porkers. Now, suppose someone offers one of us porkers a safe diet pill that we are 100% certain will let us continue to pig out to our heart's content and still lose weight like crazy? What would we pay for such a pill....if we were 100% sold that it would cure our weight problem forever?

Thousands. Thousands and thousands and thousands. Maybe even 100 or 200 thousand. And more!

Truly, it is so. But, since we are almost never "100% sold," we elect to take a "$19.95 chance" or a "$39.95 chance" or a "$69.95 chance" or whatever. Hey, let some lukewarm dork of a copywriter write a package for your investment newsletter and you may find that your best price (since you're only pulling in the hottest of the hot prospects) is very low....like maybe $19.95.

But then, if you're smart enough to pay the tab to get a real "killer"

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copywriter like Gary Bencivenga to do a direct mail package for you, you may find your most profitable price is much, much higher. Remember this:

A LUKEWARM SALES JOB
FORCES YOU
TO CHARGE LUKEWARM PRICES!

Often, a new client tells me that he "knows," from all his extensive split run tests, that his most profitable price is this or that.

Oh yeah? Well, I never accept that at face value because I'm always thinking....

"YOU DON'T KNOW SQUAT, PILGRIM --
NOT UNTIL SIR GARY
HAS TAKEN A SHOT AT THIS DEAL!"

Now, here's a very important insight I got from my friend Eric Weinstein who, for my money, is that best damn list broker in the country:

THE HOTTEST (MOST RESPONSIVE) MAILING LISTS
ARE MADE UP OF NAMES OF PEOPLE
WHO HAVE RESPONDED TO THE WEAKEST OF OFFERS!

Think about it. Only the hungriest fish will bite the crappiest bait.

OK, let's suppose you've got a strong sales presentation and you've tested all kinds of prices and you've come up with the one that works best for you. How do we improve on this? Trust me, you're going to love this insight -- which I'll begin to explain by reminding you that....

THERE IS NO LAW THAT SAYS
WE CAN'T CHARGE A DIFFERENT PRICE
TO DIFFERENT GROUPS OF PEOPLE
WHO LIVE IN DIFFERENT GEOGRAPHIC LOCATIONS
OR WHO HAVE DIFFERENT INCOME LEVELS
OR PERHAPS A DIFFERENT "PASSION LEVEL"
FOR WHAT WE ARE SELLING!!!

Hoo, haa Steverino! We're cooking now, ain't we?

* Who says we have to charge the people in Mississippi the same as we charge the people in Manhattan?

* Who says we can't do a different price test in every different state?

* Who says the price we charge in the National Enquirer has to be the same as what we charge in the New York Times?

* Who says we have to charge the same price to M.D.'s that we charge to ditch diggers?

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Hey, maybe we should start "customizing" our presentations, our product, our product's name and packaging and even our price....

ACCORDING TO WHOM WE ARE PITCHING!

Capisce?

Sincerely,

Gary C. Halbert

Gary "The Price is Right" Halbert

P.S. I've recently come across a book I consider "must" reading. It's called "The Clustering of America" and it's written by Michael J. Weiss and published by Harper & Row.

P.P.S. Don't you dare miss next month's letter. It's one of the most important I'll ever write.

A final thought: **BEWARE THE MAN WHO KNOWS THE PRICE OF EVERYTHING AND THE VALUE OF NOTHING!**

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Marathon, Florida
Tuesday, 9:00 A.M.
March 14, 1989

Dear Friend & Subscriber:

I've got a good set-up for writing now.

I've got a little two bedroom place down in the middle of the Florida Keys in the city of Marathon which is on a small island called Key Vaca.

I love it here. My neighbors in front are a Cuban fisherman and his family. On this same property, in a neat little box-like house, lives another Cuban named A. A. Lopez. Lopez loves to paint and he keeps everything around here fresh and white. He even paints the bases of the palm trees and surrounds them with a circle of painted white conch shells. The Cuban fisherman and I share an excellent private dock and right now I'm sitting at a table under the picnic shelter in the huge back yard. When I look up from my writing, I can see the Gulf of Mexico, the Cuban fisherman's crawfish boat and Paulette, who is wearing a bikini and sunning herself on the flybridge of the trusty Original Sea Hunt dive boat.

Life is good, just now. My Cuban neighbors are friendly and it pleases me that, other than exchanging pleasantries ("Hola amigo. Chi chi grande, eh?"), we really can't talk to each other.

Come to think of it, I bet they like it, too.

My next door neighbor is a woman whose name I forget and who keeps a big mountain lion named Christa in a cage in her back yard. This lady goes around with big bruises and teeth marks on her arms where Christa has playfully "nipped" her once in a while.

As I look to my left toward the Faro Blanco Marina and lighthouse, I can see a dozen or so gray pelicans

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floating in the water hoping for a handout.

No wonder so many writers love the Keys. (By the way, no fewer than eight Pulitzer Prize winners have made their homes in Key West).

You know, I always enjoy seeing the homes where successful writers have lived. It seems to me they often arrange the best living set-ups of all, perhaps because they can do their work virtually anywhere. I spent a week once in Ocho Rios, Jamaica in the home of the late Ian Fleming. The estate was called Goldeneye and it is where Fleming wrote all of his James Bond novels. The house is situated on a bluff looking north toward Cuba and, at the bottom of the bluff, is a great little area for snorkeling. I'm sure that's where Fleming must have honed his skills at observing and describing the tropical critters James Bond met in his underseas adventures.

Thousands of miles away, in another ocean, if you ever go to Catalina Island, you can stay (I <u>don't</u> recommend it) in a grungy hotel that was once the home of the late Zane Grey. And, even though the hotel is rather sorry, you can still see what a wonderful place it must have been to live in when it was a private residence and somebody owned it who <u>cared.</u>

And Hemingway's house at 907 Whitehead Street in Key West: a great place to live, a great place to write.

Ah, so what? How's any of this going to help <u>you</u> make a buck? That's always the bottom-line, isn't it?

Well, remember how, in my P.S. in last month's letter, I said "Don't miss this one because it's one of the most important I'll ever write?" I <u>meant</u> that. But you know what? Unless you are very, very sharp you may (at first blush) find this letter less useful than the others I write.

Because, unless you're smart enough to know you're not so smart, you're going to figure you don't need this basic, rather obvious, cheerleader-type message and you're going to exhort me to get on with revealing those specific, down-in-the-dirt tricks and techniques which is what you like so much about this letter.

You're going to have to wait till next month.

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Next month I'm going to reveal step-by-step exactly how to go about creating a wallet-fattening winner. I'm going to put it all together and reveal the entire process. I know that's what you want and that's what I'm going to give you.

In glorious living color with every explicit direction you could possibly want unless you are completely brain dead.

Next month.

But this month, by God, I'm going to give you what you need!

And, to set the stage, so to speak, let me tell you about two recent events, namely:

1. Byron Booth has died.

2. I came close to grievous injury, or perhaps even losing my own life, a few days ago when I fell from a plane.

Let's talk about Byron first. Byron Booth was one of the master teachers at the marketing and entrepreneur bootcamps developed by the Jefferson Institute and he was 48-years old. He lived in Iowa and, to my knowledge, had no health-threatening vices whatsoever. Last week he had trouble getting to sleep one night and he lay awake till about 3:00 A.M. In the morning, his wife Sandy left him a note telling him she'd decided to let him sleep in since he'd had such a hard time nodding off.

And when she came back to the house in the early afternoon, he had passed away!

Just like that.

I'm going to miss that guy. He and I had very different styles but he had a sense of fun about him and I always got a lift whenever we'd meet in some distant city to teach at a bootcamp.

As far as falling from a plane is concerned, it happened to me at the Key West Airport. Paulette and I had chartered a sea plane and we flew to the Dry Tortugas and back because we wanted to do some

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"reconnaissance" because we're thinking about going there in the Sea Hunt.

It was a gorgeous flight. Very low over the water so we could see the reefs and the islands. But, after we returned and the plane had taxied to a stop, when the pilot said he would get our gear from the plane, I said "no" and insisted on doing it myself.

Those sea planes sit high off the ground. On top of the wheels are pontoons and, on top of the pontoons are struts. So, there I am clamoring down from the cockpit with our gear bags when I lose my balance and fall (very hard) to the blacktop. I smacked my head good and put a hurting on the area around my tailbone.

But I'm OK and I'm so, so happy to be alive.

And so maybe, if I've got a message I truly believe to be important to you, I'd better write it now because I guess you never know, do you? And, how is it that I know so much about what <u>you</u> need? It's very simple. As you know, I've been going all over the U.S. teaching people who want to learn something about how to make monster money in general, and how to create "killer" advertising in specific and...they all seem to have the same "blank spots."

Listen: If you want to be a true success (whatever that means to <u>you</u>), you've got to lead a high-wattage, <u>energized</u> life. You need high energy, enthusiasm, optimism, cheerfulness and... and...and...

YOU'RE PROBABLY BEING SUCKED DRY
BY SUCCESS-KILLING VAMPIRES
FROM LOSER CITY!

And what is a success-killing vampire?

Ah, Igor, I'm glad you asked. A success killing vampire is someone who, when he or she spots someone with a little enthusiasm, a mischievous gleam in their eyes...someone who is daring to make a move...someone with a scheme...a plan...a dream...

THEY IMMEDIATELY SIDLE UP
TO THAT PERSON
AND ATTEMPT TO DRAIN HIM
OF EVERY LAST VESTIGE OF OPTIMISM!

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"Well, Bob, let's not be too hasty. We don't want to end up looking foolish, you know."

"Gee, Rita, it sounds good on paper but, don't forget, this is not the place for a woman."

"Gosh, Randy, I don't think we'll ever get that one past the zoning board. Let's not even try."

"Hey guy, that sounds great. But, before we get too excited, let me play devil's advocate, OK?"

And so on. Listen, you ever hear this one? A guy finishes a round of golf and walks into the bar at the "19th hole." He starts drinking doubles, one right after the other. Finally, the bartender says, "Gee, you must of had a tough day on the course."

"You're not kidding," says the drinker. "You remember Fred, the guy I always play with?"

"Sure," says the bartender.

"Well," says the drinker, "He dropped dead of a heart attack right on the first tee."

"Oh God, that must have been terrible for you," says the bartender.

"You don't know the half of it," says the drinker. "All the rest of the day it was...

...HIT THE BALL, DRAG FRED!
...HIT THE BALL, DRAG FRED!

And so it goes also with all those human ball and chains so many of us insist on dragging around with us all through our lives. You know, John ("Crabtrap") Carlton, who now works with me, says I have a...

MILLION DOLLAR ROLODEX!

He's right. Not only does my Rolodex contain the names of the top experts in many, many fields, most of those people have been screened for cheerfulness. And, if they ain't fun (no matter how good they are at their specialty), they...

GET EDITED OUT OF MY LIFE!

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Listen up. Most people have an "extended family" of about 200 people. Go through your address book. Your rolodex. Your Christmas card list, etc. Divide all those names into three piles:

1. The names of those people who always give you a "lift" whenever you see or speak with them.

2. The names of all people you are rather neutral about and/or with whom you have little interaction.

3. The names of all those "Freds" who drag you down every time you meet or talk with them.

Trust me, you've got to edit all those folks in category three out of your life if you ever want to be a success in the fullest sense of the word.

Ah, but there's a problem, isn't there? Some of those energy sucking vampires are family. Maybe one of them, if you are honest enough to admit it, is your spouse. I see it all the time. I'll be teaching at a supercharged bootcamp somewhere and some guy will be there sponging up all that info and starting to get excited but...his wife is with him. And she views her purpose in life as to keep him from getting crazy and going off half-cocked on some nutso scheme.

My ass. Her real purpose in life is to keep his life from getting so exciting he won't make time for a boring wretch like her.

And don't think it doesn't work the other way around, too. There are plenty of energetic, go-getter women who never get to fly because they are chained down to some no-cojones sissy who wants to keep that lady at home in the kitchen where "she belongs."

And, of course, not only are some of these human handicaps family, some of them are very important to your business, aren't they? Hey, maybe Ol' Mr. Bile is a zitzul-draining grouch but he still represents a big chunk of our business and we can't ignore that, can we?

YES WE CAN!

Look, all of us, at some time or another, have had to eat a little ca-ca for money. Even me. If the wolf

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is at the door and I don't know where the rent is coming from, I suppose, if necessary, I'd munch a little doo-doo in order to make ends meet.

However, as long as I can make the rent, I won't gobble any grief from anybody for any reason.

Nor should you. It's not practical. It puts a "governor" on your cheerfulness and energy which is the raw material from which all satisfying wealth is created!

But hey, editing those drainers out of your life isn't the only alternative, right? Certainly not for a nice person like you. Someone who cares. Someone who understands. Someone who is kind and...

SOMEONE WHO IS GOING TO
CHANGE ALL THOSE PEOPLE!

Sure, your spouse may be a dead head now, but wait till you make him/her understand the potential of what you are doing. Things'll be different then, right?

Sure, maybe Mr. Bile has a tendency to suck all cheer from our souls but, if we treat him nicely and kindly enough, for a long enough time, he'll come around, he'll change, right?

Trust me, Buckwheat, you ain't gonna live that long.

Some time ago, I spent a week in Park City, Utah with an old friend and business partner, Dennis Haslinger. Dennis and I hadn't seen each other for a while and, when we weren't skiing or working, we sat around in front of a fireplace and had some of those philosophical "save-the-world" discussions. And here's what's funny: When we asked each other what the single biggest mistake we seemed to be making over and over was, we both had the same answer. And, what it was is, we had both worn ourselves thin trying to get other people (whom we could see had potential), to go for the gusto. Sadly, in most cases...

WE WANTED MORE FOR THOSE PEOPLE
THAN THEY WANTED FOR THEMSELVES!

Please, please, don't you keep making this same mistake.

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So why am I ranting and raving about this? Why eight pages of exhorting you to consciously eliminate the human deadwood from your life? It's very simple. You see, next month I'm going to tell you exactly, in pinpoint specific detail, how you can systematically create a huge marketing winner and gather unto you as much money as your greedy little heart could ever desire. It's going to be one of those ("Aha, so that's how it's done") letters and -- unless you are beyond all hope -- you are going to take that info, run with it, make a lot of bucks and be very grateful to me and then, for some reason or another, you may decide to call my office and...

I WON'T WANT TO TALK WITH YOU
UNLESS YOU HAVE FREED YOURSELF
FROM ALL THE HUMAN MUCK IN YOUR LIFE!

And I don't care how much money you make.

You see, damn it, there are too few Byrons and too many "Freds".

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. Now, here's something you can do that will make you feel good and maybe teach you a little something. You can call the Jefferson Institute (801-489-3691) and ask for Stacy and tell her you'll make a small contribution to the Byron Booth Scholarship Fund started by Jay Abraham and Gary Halbert if she will, in return, send you a cassette recording of Byron's last talk (last week) on "What I've Learned As An Entrepreneur."

Peace.

"That's all they pick on now," says Big Lucie's daughter. "Any kind of sporting people. Anybody with any sort of cheerful outlook."

--- To Have And Have Not
by Ernest Hemingway

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Thursday, 10:15 A.M.
April 6, 1989

Dear Friend & Subscriber,

In a recent (3/1/89) issue of DM NEWS, there is a letter from a young man named Christopher D. Balish who says he just graduated from college and he wants to know how to go about becoming a wealthy direct mail/mail order entrepreneur.

DM NEWS had an answer for him: He got an info kit from the Direct Marketing Association and the meeting dates of his local chapter of that organization. DM NEWS also told him they hope to see him at a convention real soon.

How pitiful.

The chances of meeting someone who will help you become a successful direct response entrepreneur at any kind of marketing convention is about the same as getting the Catholic Church to start passing out birth control pills. Listen: Many, if not most, of the readers of this newsletter are already expert in various aspects of direct marketing and already wealthy. However, for the moment, I'm going to pretend that none of you are (as yet) as successful as you want to be. I'm going to pretend that all of you are just like Christopher Balish and you either want to become a wealthy direct response entrepreneur or/else you want to use direct response methods to punch up the profits of another, more conventional business.

Where do you start? What's the first step if you are at ground zero? Well, it sure as hell isn't to go to a marketing convention! No. The very first step is to become grounded in the basic and enduring principles that are the foundation of every successful direct marketing effort. And, the way you do this is by reading and re-reading the most important advertising book ever written which is...

SCIENTIFIC ADVERTISING
- by Claude Hopkins
Available from Crain Books
(312) 679-5500

And, trust me on this: You should not read any other books until you have read Scientific Advertising at least twice and preferably, three or four times. In fact, David Ogilvy feels so strongly about this book that he says no one should be allowed to create advertising until he has read this book at least seven times.

I can't disagree. And the reason you should read this particular book several times, before you read anything else is, it will give you a hard-core, bedrock foundation of truth that will make it difficult for other authors who are "pretend experts" to lead you astray with their "silly notions" about what makes marketing work. Unfortunately, most people who write about (or teach) marketing aren't just wrong...they are dangerous. You see, most of these authors and/or

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teachers aren't players, they are simply B.S. artists who've managed to con their way through life without ever having to back their ideas with their own money and...

IF A MAN AIN'T A PLAYER, HE CAN'T POSSIBLY UNDERSTAND THE GAME!

Check this out: Recently, I came across a book titled On the Art of Writing Copy by Herschell Gordon Lewis. It's a big hardback and, when I first saw it, I thought "Oh boy!" because it "looked" like it might contain a lot of valuable info. I guess I'll never know because, quite frankly, I found the book to be so silly, I couldn't force myself to read much of it. I did browse enough however, to grasp the idea that Mr. Lewis considers clarity supremely important. He's right; clarity is important. But I think Mr. Lewis is just a teeny confused on how to achieve it. Here's a direct quote from page 388:

THE FIRST RULE OF "IF" SUBDECREE

"Logic stands behind the writer who makes an action conditional for the buyer, since buyer-control is proper stroking: but to give this control to the seller through an "if" reference suggests seller superiority, which can provoke buyer antagonism."

Zowie, those are words to live by, aren't they? And the rest of the book is even more silly. It gets into stuff like "The Subjunctive Avoidance Commandment," "The Comparative Conditional Declension Syndrome," "The Rule of Chromatic Imagery" and so much other nonsense it could win the Guinness World Record for incoherent babble. Mr. Lewis also goes to great lengths to criticize a lot of ads he's reprinted in his book and, once again, to a limited degree, he's right: The ads are awful. But mostly, they are short-copy, agency-created ads that truly aren't even worth the bother of analysis. It's sort of like someone trying to impress you by bragging about how he can outrun a group of bedridden paraplegics.

Soon after reading (or trying to read) this stupid book, I came across a column written by Mr. Lewis in the June 1988 issue of Direct Marketing magazine wherein he informs his readers that everybody he knows, including himself, is writing better because of the invention of word processors. Can you imagine that? Here's a guy who fancies himself as a copywriter and yet...

HE DOESN'T EVEN SEEM TO BE ABLE TO GRASP THE DIFFERENCE BETWEEN WRITING AND TYPING!

Word processors may help you type better but there's no way in the world that staring dumbly at a CRT screen can help you in any way whatsoever when it comes to writing. World class copywriting (salesmanship-in-print) is not a bag of tricks nor can it be learned by memorizing a bunch of idiotic rules spewed out by a chaotic mind. No, you learn how to sell by doing it. And, if you want to be supreme in your efforts, you learn how to do it first in person and then you transfer your efforts to print.

I got to wondering: "Could I be wrong about this Herschell guy? Could he possibly be as much of a marketing moron as his book suggests?" I got to discussing this with some friends and clients of mine, Sam and Leslie Fishbein (they own Casey Fine Furniture in Denver) and they told me Herschell Lewis did two

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newspaper ads for them and the results were so dismal it was like the ads never ran!

Look, it doesn't feel especially good to me to spend so much time knocking down some clownish writer like Herschell Lewis. I'm sure he's had his successes and some satisfied clients. The law of averages alone says that if you toss enough ca ca at a wall, surely some of it will stick. But dammit, pretend experts can be very hazardous to your bank account and so can their books and teachings. All this reminds me of how Claude Hopkins (the greatest advertising man who ever lived) was once asked to examine some college textbooks on advertising and advise the publishers on how to improve them.

"Burn them!" he said.

He went on to point out that the publishers had no right to mislead beginners this way. He said that by the time the students were done studying these books, they'd be so damaged it would take six years or so to get them back to zero. And can you imagine what Claude Hopkins would've had to say about Herschell Lewis?

And here's a flash for the aforementioned Christopher D. Balish:

HERSCHELL GORDON LEWIS IS TYPICAL
OF WHOM YOU WILL MEET AT MARKETING CONVENTIONS!

Beware, young man. You'd better be careful of what you read and to whom you listen because, if you are not first grounded in the bedrock fundamentals, you can end up bewildered, broke and hopelessly disillusioned. On the other hand (or, on the "sunshine side" of the ledger as Paul Harvey says) there are a few good books you can read safely (after you've read Scientific Advertising) that are written by real experts who also know what it's like to be a player. Books like these:

THE ROBERT COLLIER LETTER BOOK
- by Robert Collier
Available from Carl Galletti
(609) 896-3415

THE FIRST HUNDRED MILLION
- by E. Haldeman-Julius
It's out-of-print so you may have to go
to the Library of Congress to read it.
I did and it was well worth the trip.

BREAKTHROUGH ADVERTISING
- by Eugene Schwartz
Available from Boardroom Books
(212) 239-9000

HOW TO WRITE A GOOD ADVERTISEMENT
- by Vic Schwab
Available from the Wilshire Book Company
(213) 875-1711

7 STEPS TO FREEDOM
- by Ben Suarez
Available from the Suarez Corporation
(216) 494-4282

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MY LIFE IN ADVERTISING
- by Claude Hopkins
Available from Crain Books

There are a few more. But not many and even this short list will keep you occupied for quite a spell. And what a wonderful journey of discovery you will have when you read these books! So many lightbulbs will be going off in your head, those around you will be making a mad dash for sunglasses! (call Joe Sugarman) And look, may I respectfully suggest that you get everything on advertising that I have written or recorded. This would include all my back issues, the BORON LETTERS, my seminar tapes and so on. My office number is (213) 273-7053 and we're open from 9:00 A.M. to 5:00 P.M. West Coast time and you are just plain nuts if you don't study all my stuff.

Does that sound self-serving to you? I suppose it is in a way. But counterbalance it with this: My income from my newsletter, my tapes, my seminars and so on is microscopic compared to what I make from doing what I teach. And often, I give the money from my teaching to charity.

No, I'm not altruistic. It's just that I already drag in enough money (actually, way more than enough) to keep any sane man happy. And besides, I have a fire in my belly to teach the truth and to do what I can to "contain the damage" that is being done by so many marketing morons who pass themselves off as "experts."

Enough. Enough. Enough. Enough. Ok, now, let's say you've read all the material I've thus far recommended and you are now grounded in the basic realities of what makes marketing work. What's the next step? Simply this:

YOU MUST HEIGHTEN YOUR AWARENESS OF WHAT'S WORKING NOW!

Hark unto me. Fundamentals never change but current variations of how to best use those fundamentals are something you must always stay on top of. In other words: It's not enough to know that everybody wants a bargain...you must also know what people currently consider a bargain. (My first electronic calculator, a Craig, cost me $265 but now I'd be reluctant to pay much over $15.)

And so forth. And here's how you keep current: You must immediately begin to systematically monitor all media that contains a lot of successful direct response advertising. This means you should leaf through every issue of the National Enquirer, Weekly World News and similar tabloids. You should religiously go through the Wall Street Journal, USA Today ("News McNuggets") and any other daily newspapers you come across that carry a lot of mail order ads. Go through Cosmopolitan, Popular Mechanics, Salesman's Opportunity, Success and, in general, make a determined effort to ferret out and monitor as many publications as you find that seem to be working consistently for mail order entrepreneurs.

And buy as much stuff by mail as you can. Get on hundreds of mailing lists. Become a student of mail order catalogs like Sharper Image and DAK. Listen folks, what we are trying to do here is become immersed in what's working now. Here's something else: Hire yourself a kid to watch cable TV for you. Have that kid tape every direct response commercial he can find plus all those 1/2 hour "sellavision" shows.

DRENCH YOURSELF IN THIS STUFF!

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Onward. Let's go to step three. What you do now is you buy yourself about 2,000 3x5 index cards. And, on those cards, you start writing ideas that you got from all those books you've read and ideas from all that current stuff you are monitoring. You should also have several hundred headlines written on these cards.

Now, here's how your life begins to settle in: Every once in a while, you re-read from the classic books I have recommended. You constantly leaf through the publications I've recommended (plus others you've discovered yourself) and you constantly view those new sellavision tapes that kid (who is now brain damaged from all that cable TV he's been watching) keeps bringing you.

And you keep adding ideas and headlines (one to a card) to all those 3x5 index cards.

And, at least once a week, you shuffle through those 3x5 cards after all your "monitoring work." And every once in a while you say "Hmn? Look at that. Maybe that idea could be used over here? And hey, maybe I could modify that idea this guy is using in the Enquirer to sell lucky charms so it could be used to sell an investment course in the Wall Street Journal? Say, maybe that couponing technique to force distribution that Hopkins wrote about could be updated to help me force people into the store to buy my widgets. Hey, maybe..."

And so on. What you are looking for defies total classification. You're trying to find an idea you can juxtapose, a headline you can modify, a "trigger" that gives you the "aha experience," a "crossover" adaptation that can be switched from TV to print (or vice versa), an inspiration, a vision, a breakthrough concept, a...a...a...

Aw nuts. Maybe I can make it clearer by giving you a couple of multi-million dollar real life examples? Listen: Once upon a time, having grounded my sweet self in the true fundamentals of marketing, I was merrily going about the process of "heightening my awareness" when, among other things, I became aware that a small number of people were repeatedly running ads that sold books on how to get all the various government benefits (including social security) that all of us, as taxpayers, have coming.

Hmn?

Well, this got filed away in my subconscious and forgotten until one day I discovered I'd lost my social security card. When I went to the SS office in Akron, Ohio I was appalled. Most of the other people waiting in that office were elderly and they were treated like dirt! They were given numbers like victims in a concentration camp and made to wait hours and sometimes days for service. These people were hurting. Often, for an elderly person, a social security check means the difference between eating dog food or not. And yet, these miserable old timers were treated worse than dogs by sullen bureaucratic clerks who just didn't give a damn. Something needed to be done.

Hmn?

One day after that, I was visiting the offices of the Akron Beacon Journal on a totally unrelated matter when I happened to mention the plight of these SS victims. "You know," said the guy from the Journal, "we used to print this government form, REQUEST FOR STATEMENT OF EARNINGS, but we don't do it anymore."

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"Why not?" I asked.

"Well," he said, "that form helps a person find out how much he's paid into social security and, whenever we reprint it, even if we bury it on page 74 or something, we still get like 26,520 replies."

"Geez," I said, "that works out to you getting a response from something like 17% of your entire circulation."

"Yep, that's true," he said. "People really seem to need this info and they don't seem to get satisfied when they contact the SS but our newspaper isn't equipped to handle that volume of mail."

Boy, oh boy. I knew someone who'd just love to handle that volume of mail and my "hmn machine" was working full tilt now. Hmn? Hmn? Hmn?

HMN? HMN?
HMN? HMN? HMN?

So I hired some people to collect every scrap of info put out by the SS and reduce it to a very simple, fast-reading, accurate book that gave the folks the real scoop on how to maximize the SS benefits they had coming. And I wrote an ad -- "How To Collect From Social Security At Any Age" -- and, at the bottom of the ad, I had two coupons instead of just one. You filled in the left-hand coupon (it was the REQUEST FOR STATEMENT OF EARNINGS) and sent it to us and we'd send it to the government and you'd find out, right to the penny, how much you had already paid in to social security. At the same time, you could fill in the coupon on the right side and send it to us with a small payment (only $3.00) and we'd send you our book that revealed how to get the most benefits from that money you paid in.

Do you see what happened here? I had grounded myself in the true fundamentals of marketing, I had heightened my awareness of what's working now and then...

MY UNCONSCIOUS MIND CONNECTED THE DOTS!

But, the difference between me and all those non-player "pretend experts" was that, because I had done my homework and paid my dues, I connected the right dots!

And made a net profit of over a million dollars.

Another example: Another time, operating under the same dynamics "grounded and aware," it came to my attention that the new phenomena of computer letters was, on the average, enhancing direct mail response by 300%! Unfortunately, back then, I didn't have much money and the programming cost of creating a computer letter was enormous. Besides that, not very many people even knew how to do the programming. But one fine day, while "sharpening my awareness," I read about a little old lady who researched family names and, once her research was done, she would send a postcard to everyone in her county who had the last name she had just finished researching. In other words, all her postcards started out "Dear Mr. Halbert" or whatever.

And...and...and...AHA! Eureka! Zowie! My mental dot connector did its job and told me I could gather together the addresses of all the Joneses in the U.S., type a letter to them (once), offset print as many copies of that letter as there

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were Joneses, and it would look just like an individually typed personal or state-of-the-art computer letter.

The idea worked and brought in $21,900,000.

Think about it: 21 million dollars and change from one valid idea. So, the real first steps to becoming a wealthy direct mail/mail order entrepreneur are:

1. Ground yourself in the fundamentals.

2. Heighten your awareness of "What's Working Now."

3. Capture ideas, headlines, techniques, thoughts etc. on 3x5 index cards and review them (deal them out on your kitchen table or desk like you would a deck of cards) at least once a week.

And there's more. What I'm about to give you is the most important piece of advice you'll ever get concerning this subject. Do this: After you've "captured" what appears to be your first viable idea ("Hey, Marge, let's sell a report on the secrets of how to profit in L.A. real estate to everyone in that area who just got their real estate license!"), you sashay down to your local stationery store and buy 1,000 #10 white envelopes. You then scurry over to your local quickie printer and you have him print your address in black ink in the upper left hand corner of those envelopes. Then you get the names and addresses of 1,000 of the people who might be interested in your offer and you sit down and...

YOU ADDRESS THOSE ENVELOPES!

Not your spouse, your kids, your secretary -- you do it. And then, you go to your local post office and get 1,000 first-class postage stamps and you lick 'em and you stick 'em. Next, you sit down and, in one sitting, you write the best sales letter you can to those people. You describe what you have to offer and you ask them to buy it and send you money. And then, if you don't type yourself, you take that letter to a typist and have it typed and then go get it printed. And then, you sign all 1,000 letters and you fold them and you stuff them into the envelopes. Then you seal the envelopes and you take those letters to the post office and mail them.

What? Aren't we going to wait until you know how to write a good sales letter? Until you get things fine tuned a little? NO! NO! NO! NO! This is how you learn to write! You don't wait for anything! It is movement that produces expertise. Not meditation.

Come closer. Listen, I swear this is true: There is something that happens on a cellular level, something that indelibly imprints itself on your being, some kind of neural knowledge that can only be achieved by physically doing a mailing all by yourself.

Sound crazy? Too unsophisticated for a smart cookie like you? Consider this: I am probably responsible for more successful direct mail than anyone else in history. Just one of my letters is currently being mailed at the rate of 100,000 per day. My direct mail letters probably generate more money in any given month than most other "experts" are able to generate in a lifetime. I know more about how to make computer generated mail work, more about how to massage a database, more about how to extract meaningful data from a mathematical regression

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analysis, more about the results of different A/B split run tests etc., etc., etc. than anybody you'll ever meet in your entire lifetime and...and...and...

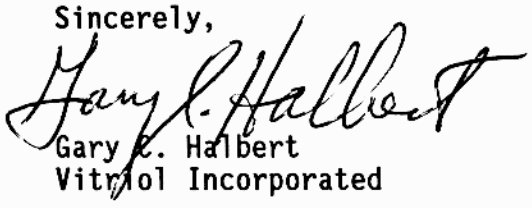
I STILL SIT DOWN SEVERAL TIMES A YEAR
AND I BECOME A "KITCHEN TABLE COMMANDO"
AND I PERSONALLY ADDRESS ENVELOPES AND FOLD LETTERS ETCETERA!

It's kind of ironic, isn't it? There sit the Herschells of this world, staring dumbly into a CRT screen mystically believing that a machine will somehow help them write better and there sits Gary at his kitchen table stuffing letters into envelopes just like a rank beginner and yet...and yet...and yet...

I KEEP PRODUCING WINNER AFTER WINNER
AND MY LETTERS DRAG IN TENS OF MILLIONS OF DOLLARS, YEAR AFTER YEAR!

How can this be? I don't even understand "The First Rule of If-Subjunctive" to say nothing of "The Comparative Conditional Declension Syndrome!"

Sincerely,



Gary L. Halbert
Vitriol Incorporated

P.S. I want to really help you "get" my message this month and so, to that end, I'm going an extra step and I'm sending you a couple of instructive free gifts. One is a copy of that Social Security ad I told you about and the other is that letter I mentioned that dragged in over 20 million dollars. Read the letter especially carefully. It is, I believe, the most widely mailed letter in history. The idea for it was conceived in my mind when I read that article about that little old lady and then, I did what I've told you to do: I wrote the letter immediately and I addressed, stuffed, and stamped the envelopes myself. It didn't work (completely) right away but the "feedback" from that experience made me understand, on a "cellular" basis, what I needed to do and I kept modifying it (based on what my movement taught me) until I got it right.

P.P.S. DM NEWS, in spite of what one staffer wrote to Chris Balish, is a very good publication and you should get it along with a few other direct response related periodicals (I'll name them another time) but only after you are grounded properly so you can't be so easily misinformed by very confused folks who are in love with their word processors.

And finally, when you tune in next month...

I'M GOING TO TEACH YOU THE REAL ART OF WRITING COPY!

Peace.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
TD#1 14024.3
TD#2 43441.5
Somewhere in the Florida Keys
Friday, 2:10 P. M.
May 12, 1989

Dear Friend and Subscriber,

Last month I promised that this month I would teach you the real art of writing copy.

I am now about to keep that promise.

Pay careful attention. The ability to write ads and/or letters that sell is by far the most wonderful money-making skill you could ever hope to acquire. If you master this skill you should never again have to worry about money. The ability to write copy that brings in orders on a profitable basis is as rare as hen's teeth. And, if you can do it, I mean really do it, you can virtually write your own ticket.

Take me, for example. I turn down at least 9 out of 10 people who want to work with me, and my office currently has standing orders for enough work to keep me and my staff busy non-stop for the next two years. I can earn my living virtually anywhere as long as I can get my hands on a piece of paper and a ball point pen or a pencil or a crayon. I can do my thing on a boat, in a prison cell, in a submarine and probably, even on the moon. If I chose to work a regular 40-hour week, I'd probably earn at least 10 to 15 million dollars a year. I do not choose to work that hard. I spend far more hours on my boat than I do at my desk (I don't even have one anymore -- I usually work at my kitchen table) and yet, it would be upsetting to me if I had a month where I earned less than $100,000.00

I have zero competition. It's not that there aren't any other good copywriters. No, it's just that there are so incredibly few of us that, mostly, we are friendly and exchange ideas and info freely.

Which brings me to a crucial point: if you are in need of truly world-class copywriting...

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YOU ARE PROBABLY GOING TO HAVE TO LEARN TO DO IT YOURSELF!

You see, the few of us who really can do it (write copy that sells) are so much in demand, you can't even think about hiring us unless you are willing to spend an arm and a leg. And, even then... you'll still have to wait in line.

Besides that, we're an arrogant, surly lot most often more interested in dwelling on our divine wonderfulness than we are slaving away on your lowly project.

That's the bad news. The good news is...you really <u>can</u> learn to do it yourself if you've got (and you <u>do</u>) a good-hearted soul like me who is willing to debunk the subject and take the mystery out of it for you.

Gentlemen...start your engines. You are, as promised, about to learn the <u>real</u> art of writing copy!

Step One is to create a "FACT SHEET" about that which you want to sell. So, let's write some world-class copy (in this case, a sales letter) about a product with which you are very familiar. Let's write an ad about your car. Or maybe about your house. Or your spouse. Or about <u>you</u>. I don't care what it is, I just care that, for now, you pick something you know a lot about. Now, let me tell you something important...

WHEN IT COMES TO WRITING COPY, FAR TOO MUCH ATTENTION IS PAID TO THE ACTUAL WRITING AND <u>FAR TOO LITTLE</u> IS PAID TO FERRETING OUT FACTS ABOUT THAT WHICH THE COPYWRITER IS TRYING TO SELL!

If you do your research properly, if you do enough "prep", your ads and sales letters will almost write themselves. It's like painting a boat. The actual painting is easy; the hard part is the faring (preparation) or getting the boat <u>ready</u> to be painted.

OK, let's say you've chosen to write a sales message about your car. Let's get going on that fact sheet. Make it long. Make it detailed. Make it complete. What make is your car? What model? What color? How much does it weigh? How many miles on it? What kind of tires? What's their condition? What's the interior like? How many

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miles per gallon? How many horsepower? How much did you pay for it? Who's been driving it? What kind of treatment has it received? Did it sleep in a garage or on the street? Where has it been driven? In the salt-free South or the metal-eating highways of Ohio?

And so on.

Here's something else: make sure you've got it straight in your mind that what you are creating is a confidential fact sheet. That way, you'll be less likely to hold back what you consider to be the "bad stuff" which, as we shall see later, can be very useful.

Please take a lot of time with this. Most amateur "would be" copywriters don't do this step at all and, even most "pros" don't take nearly enough time with it. Be redundant. Put in too much. You should literally saturate that CONFIDENTIAL FACT SHEET with every scrap of info about your car you can obtain.

Now, let's say you're finished with this step and your fact sheet is as humongous as you can make it -- say maybe 15-pages long. We are now ready for Step Two which is the creation of...

A BENEFIT LIST

What we do here is we go over our fact sheet very carefully and we translate the facts therein to benefits whenever we can. By the way, are you clear in your mind about the difference between a fact and a benefit? A fact is simply that -- a fact about your product. Like the fact that your car has 350 horsepower, or the fact that it is painted a bright red. A benefit is what your product will do for the buyer. Let's say your car is heavy, it weighs maybe 4,000 pounds. That's a fact. Well, it seems to me that that fact could translate to at least two benefits: (1) safety (a heavy car offering more protection in a wreck than a lighter one) and (2) comfort, as a heavy car generally yields a smoother ride.

What's that? You say your car is not heavy at all? In fact, it's quite light? OK, it seems to me that probably translates to a believ-able reason why your car gets great gas mileage.

It's a snazzy red convertible? Perhaps that translates to the "benefit" of the owner getting a lot of attention from young ladies or other folks he'd like to impress.

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It's a sedate grey sedan? Perhaps that translates to the "benefit" of giving the buyer a dignified, no-nonsense impression. Very useful when trying to impress out-of-town clients with your trustworthiness and respectability.

Here are more examples of how facts can translate to benefits:

FACT	BENEFIT
• car gets 40 miles per gallon	• buyer saves money, gets very cheap transportation
• car has been coated with an effective rust guard treatment	• car will last longer; be worth more money at trade-in time
• car is painted a bright, vivid orange	• safety; easiest color to see; very unlikely anyone will crash into owner because they didn't see his car
• car has 6,000 horsepower	• safety: will accelerate like crazy and let you get out of tight, dangerous situations
• and so on	• etc., etc.

Now, I'd like to emphasize something here: the fact sheet about your car should contain dozens and, preferably, even hundreds of facts about your car. Of course, since this is a confidential fact sheet, not all of these facts will be positive and therefore, not every fact will translate to a benefit. However, if you do your homework -- I mean really do it -- you should, at this point, have a benefit list that contains, at least, several dozen benefits.

Onward to Step Three: What you need to do next is to start thinking about your offer. Your offer (think of it as a business proposition) is by far the most important element in the entire sales message we are constructing here. The most common offer (proposition) of all goes something like this...

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IF YOU WILL GIVE ME X AMOUNT OF DOLLARS, I WILL GIVE YOU X PRODUCT OR X SERVICE IN RETURN.

Give me $18,000 and I'll give you a new Caddy. Give me 25¢ and I'll give you a copy of the Miami Herald. Give me $35,000 and 10% of your gross sales and I'll write an ad for you. Give me $7.50 and I'll mow your lawn. Give me $30.00 per hour and I'll work on your boat. Etc., etc.

Let's back up to "If you give me $18,000, I'll give you a new Caddy" and see if we can't "sweeten" that offer. How about this:

I'LL SELL YOU THIS NEW CADDY FOR $18,000 AND I'LL LET YOU DRIVE IT FOR A WEEK FREE BEFORE YOU DECIDE WHETHER OR NOT TO BUY IT!

Or this:

I'LL SELL YOU THIS NEW CADDY FOR $18,000 AND I'LL LET YOU DRIVE IT FOR A WEEK FREE BEFORE YOU DECIDE TO BUY IT...PLUS, YOU DON'T HAVE TO PAY ME FOR IT ALL AT ONCE; YOU CAN PAY ME OVER A PERIOD OF FIVE YEARS!

And so on. You should think more about how to "sweeten" your offer than any other aspect of writing copy. Think about what you are selling. How would you like to buy it? Would you want a free trial? A huge and legitimate discount? Easy payments? A money-back guarantee? Would you like a free gift with your purchase like a color TV or a toaster oven? A night on the town with Kim Basinger or Paul Newman? A free Florida vacation?

Know this: Strong copy will not overcome a weak offer but...

IN MANY CASES, A STRONG OFFER WILL SUCCEED IN SPITE OF WEAK COPY WRITTEN BY MARKETING MORONS!

In any case, I want you to come up with the most powerful offer you can and reduce it to writing. It should be no more than a few lines (you should be able to get it all on the back of an envelope) and don't

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worry about getting it right (writing-wise), just get it down on paper. It'll probably read something like this...

> *"Gary, I'll sell you my 2-year-old Dodge pick-up for only $6,500.00 I'll let you drive it for a week free before you decide to buy it. I'll also give you 5-years to pay me. Not only that, I'll throw in a free diving trip to the Bahamas for you and Paulette and I'll personally pay for every drop of gas you use for the first 10,000 miles you drive!"*

Whew! Now <u>that</u> sounds like a <u>deal</u>, doesn't it? Hark unto me, Buckwheat: writing "copy" is less than 1/10 as important as learning to think about new offers and getting them down on paper as I just did. I can't say it often enough or strongly enough...

IT IS THE DEAL -- THE OFFER -- THE PROPOSITION YOU ARE MAKING THAT IS THE HEART AND SOUL OF GREAT COPYWRITING!

Anywho, by now you should have three different "tools" you have created with your very own handwriting:

1. A <u>very</u> detailed CONFIDENTIAL FACT SHEET.

2. A <u>very</u> detailed LIST OF BENEFITS.

3. A DEAL SHEET which contains the strongest proposition you can offer which has been reduced to writing.

Now, armed with these three important tools, is it time for us to finally start writing some copy? No. No. No-ooo. No! Look here, friend, we've only <u>just</u> <u>begun</u> our "prep"! What we're going to do next is, we are going to program our neural, cerebral infra-network (our mental wiring) with what it <u>feels</u> like to write world-class copy. OK, remember how, in several of my past issues, I've kept at you to create a "swipe file" of good ads, sales letters, and so on? Not to mention all those headline cards? You <u>do</u> remember? Good! Here's where it starts to pay off. What I want you to do now is go to your swipe file and pull out the best ads and sales letters in your collection that are selling automobiles. And what you do next is you...

WAIT A MINUTE! What in the world am I hearing? You say you <u>don't</u> have a box of headline cards? You say you don't have a swipe file with car ads or any other type of ads or sales letters? Are you trying to tell me you thought all you had to do was turn on your word processor

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and, in the middle of the night, the tooth fairy would come and write your copy for you?

Oh, you poor misguided soul! Are you beginning to see that that's not the way it works? That the essence of writing good copy is careful preparation and hard work?

OK, OK, if you've at least learned that much, then 'ol goodhearted Guru Gary is willing to bail you out again. But please, let's not make this a habit. I'm very serious when I exhort you to assemble your own personal "copywriting tool kit" which should consist of a collection of headline cards, good ads, good sales letters, good TV commercials, good ideas, good offers, etc.

DO THIS!!! IT IS THE RAW MATERIAL FROM WHICH MUCHO FUNGOLAS CAN BE MADE!*

Let us press on. I am about to reprint here, three of the best sales pitches ever written to sell automobiles. The first is a letter written by a truly legendary marketing man whom I miss very dearly. I'm talking about the late Joe Karbo and what I'm reproducing here is a sample letter that appears in his little masterpiece of a book (it sold 3,000,000 copies) called The Lazy Man's Way To Riches. By the way, your personal library should definitely contain a copy of this incredible $10.00 classic and you can get one by calling (714) 897-7772. (Say "hello" to Jay Flanagan for me when you call.)

The second "sales-pitch-in-print" I'm reproducing here was written by another legend who is one of the very few advertising men alive today who commands my total respect. I'm talking about David Ogilvy and the ad I'm reproducing sold out the entire U.S. inventory of Rolls Royce automobiles when it ran.

The third little gem of an automobile sales-pitch-in-print was written by another guy who is also a legend. (A legend in his own mind, that is.) I'm talking about me and the letter I'm reproducing here had a very short lifespan because...

AFTER MAILING IT ONE TIME, THE CLIENT COULDN'T GET ENOUGH CARS TO SELL!

Let's mush on. What you must do now is not just read these classics. No, you need to copy them word-for-word in your own hand-writing. If you are really serious about becoming a master copywriter,

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you will do this over and over. The idea here is not for you to steal these promotions but rather to be influenced by them. You want good writing to become one of your automatic skills and rewriting superb ads and sales letters in your very own hand is the best way in the world to do this.

OK, here they are. Now, go for it!

Joe Karbo's "Caddilac" Letter

Dear Friend,

I have a new Caddilac that I got to sell because I'm leaving for the Service next week. It cost me $14,000 and has only 732 miles on it. Rather than sell it to some thief of a car dealer or going to the trouble of advertising, I'll let you have it for $7,000.

If you don't have the cash, don't worry about it because I only owe the $7,000 and you can take over my payments which are about $275 a month.

You know I drive careful, but I'd feel better if you'd have your mechanic check it out before you buy. In fact if you'd like to drive it for a couple of days, I'll be glad to deliver it to you with a full tank of gas. And if you don't like the car, I'll take it back and you've had a free ride. No obligation.

One thing — it's an awful green color (but you could have it painted).

If you're interested, call me at (714) 826-1313 between 7 and 9 tonight.

Your friend,

Roger Atbury

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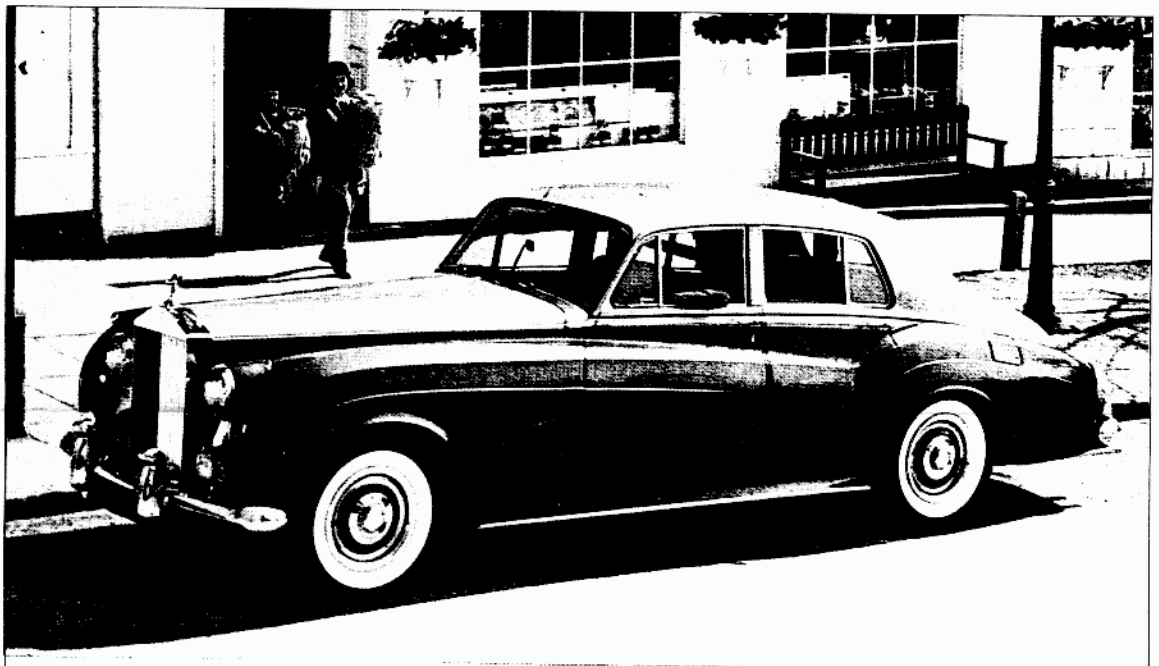
David Ogilvy's "Rolls Royce" Ad



The Rolls-Royce Silver Cloud—$13,995

"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"

What makes Rolls-Royce the best car in the world? "There is really no magic about it—it is merely patient attention to detail," says an eminent Rolls-Royce engineer.

1. "At 60 miles an hour the loudest noise comes from the electric clock," reports the Technical Editor of THE MOTOR. Three mufflers tune out sound frequencies—acoustically.

2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.

3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.

4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.

5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.

6. The Rolls-Royce is guaranteed for *three years*. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.

7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.

8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before *nine* coats of finishing paint go on.

9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.

10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.

11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one will not affect the others. The Rolls-Royce is a very *safe* car—and also a very *lively* car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.

13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

PRICE. The Rolls Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs **$13,995.**

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y. Circle 5-1144.

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Guru Gary's "Rolls Royce" Letter

Dear Friend,

Please take a look at the photograph I am sending you with this letter.

What you are looking at is a picture of a Rolls Royce Silver Shadow that I can sell you so cheaply that you will find it hard to believe!

Why is this car so inexpensive? Actually, there are three reasons and each of them is equally important: First of all, I am not a "used car dealer" in the usual sense of the word. No. What I do is specialize in absolutely nothing but pre-owned Rolls Royces and I have developed a remarkable way to get these cars into the country at a cost so low that it will take your breath away!

And secondly, if you so desire, I have worked out a way to finance cars over a period of four to five years at a very favorable rate of interest.

And thirdly, I am not overwhelmingly greedy. That's important. You see, many people in the car business are only in it for the money, but that's not true with me. And, as a matter of fact, it's not true of anybody that is really in love with the Rolls Royce motor car.

A Rolls Royce is different. It is more than just a car; it is a legend. When you drive one, everybody knows you are special. You are admired by women and envied by men. Quite frankly, there is nothing else in the entire world that will give you the instant status as sitting behind the wheel of your very own "Queen of the road."

Let's face it. As the owner of a late model automobile, you already know the value of owning and driving a fine motor car, so my question to you is:

Why not go all the way?

With the unbelievably low price I can offer plus the 100% financing I can arrange, it might even be cheaper to drive a Rolls than the car you now have!

Please call me as soon as you read this letter. Right now, I only have five of these wonderful bargains and they won't last long!

My number is 213/555-1234

Sincerely,

Joe Schmidlapper

P.S. A Rolls Royce lives forever. The one you drive today could be driven by your grandchildren.

P.P.S. There is another "mystery reason" why I can sell these Rolls Royces so cheaply, but I would prefer not to reveal it until we talk on the phone. Thank you.

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All done? Man oh man, I've been working you to death, haven't I? Hey listen, I never said it was easy, right? But I'll tell you what: making millions with nothing but a few legal pads and some ball point pens in-between fishing and diving in the Florida Keys sure beats creating drivel for some stupid ad agency or licking boots at IBM!

And, what should you do next? Actually, this next step is one of the most important of all and you're going to love this one because...

WHAT YOU NEED TO DO NOW IS
TAKE A BREAK!

I'm serious. Creating great advertising is not a straight-line process. 99% of it is truly perspiration but the other (and vital) 1% is inspiration and...

INSPIRATION COMES, MOST OFTEN,
WHEN YOU ARE NOT LOOKING FOR IT!

Now, let's be real. So far, you haven't done any of what I've recommended because, after all, you're just now finishing up reading this newsletter.

Fair enough. But you've got something you want to sell. I know you do because you wouldn't be so intently focused on what I'm writing here if that were not so.

Maybe it's not a car. But, whatever it is, I'm going to make you a promise: if you really do everything I've written about in this letter -- in other words...if you examine closely what it is you want to sell and...if you create a comprehensive and detailed CONFIDENTIAL FACT SHEET and...if, from that FACT SHEET, you create a detailed list of BENEFITS and...after that, you reduce to writing the strongest (and all-important) OFFER you can possibly make...and, after that, you copy out IN YOUR OWN HANDWRITING the three promotions I've reprinted here...

Then, all you have to do (and remember, this is a crucial part of the process) is take a break and wait for my next month's issue because then, I'm going to show you how to take all this "ammo" and lash it together in such a powerful way that it will make all your prospective buyers crawl out of the woodwork and almost beg you to take their money!

Don't scoff. I do this stuff every day and I do it better than

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anyone else alive. So, tune in next month and I'll give you the "finishing touches" to this process so you can do it too!

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. My staff keeps telling me I should take off my mask and fins and come out of the water long enough to teach a **"Copywriting Workshop"** for my subscribers. Do you think this would be a good idea? If so, drop us a note or give us a jingle at (213) 273-7053 and let us know. I'm not asking for commitment here, just some feedback.

***** My office just called to inform me that the commission checks received just today for some of my copywriting work totals $105,523.58.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Marathon, Florida
Monday, 12:38 P. M.
June 12, 1989

Dear Friend and Subscriber,

Let me recap for you what I said in last month's newsletter.

I said: When it comes to writing copy, far too much attention is paid to the actual writing and far too little is paid to ferreting out facts about that which the copywriter is trying to sell!

I told you that the first step to world-class copywriting (salesmanship-in-print) is to create a FACT SHEET about that which you wish to sell.

I told you to make your FACT SHEET as detailed as possible and then go over it very carefully and translate the facts therein to benefits for the buyer and to create a humongous BENEFIT LIST.

I then told you to think about what you are trying to sell, think about all the benefits to the buyer and about how (in what manner) you would like to buy what you are trying to sell. And then, you work to come up with the sweetest, most powerful OFFER you can and to create a DEAL SHEET which contains the strongest PROPOSITION you can offer which has been reduced to writing.

I told you to copy, in your own handwriting, the best ads and/or direct mail packages you can find that are related to what you want to sell.

And finally, I told you that, if you would do all this, the next step was for you to take a break and wait for this month's letter wherein I would teach you how to lash all this together in such a way as to create a compelling sales-pitch-in-print.

Let's go for it! Here's what you do now: you get yourself a few boxes of 3x5 index cards and you go back to your FACT SHEET. You copy each fact on the FACT SHEET onto a separate 3x5 card.

Now you go to your BENEFIT LIST and you copy each benefit listed therein also onto a separate 3x5 card.

Set these cards aside in two neat piles on your desk. Now, pick up your DEAL SHEET upon which is written out the sweetest offer you can come up with to entice your prospective buyers. Let's say, as in last month's illustration, you are trying to sell a car and the offer you have written out on your DEAL SHEET reads like this:

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I'LL SELL YOU MY 2-YEAR-OLD CADDY FOR ONLY $11,500. I'LL LET YOU DRIVE IT FOR A WEEK FREE BEFORE YOU DECIDE TO BUY IT. NOT ONLY THAT, I'LL THROW IN A FREE TRIP TO LAS VEGAS AND I'LL BUY EVERY DROP OF GAS YOU USE FOR THE FIRST 10,000 MILES YOU DRIVE.

Now, armed with all this sales "ammo," let's go ahead and lash everything together and actually create a piece of world-class salesmanship-in-print! In this case, we're going to write a sales letter that we have decided to mail to 1,000 people who live near you who might be interested in buying your 2-year-old Caddy. I think a good place to start would be to get the names of 1,000 people in your area who own an Oldsmobile that is at least two or more years old.

Alright now, the first thing we have to do is we've got to capture these people's attention. And, since we are going to be mailing printed letters (as opposed to personally typed or computer-personalized letters), what we are going to do is write a headline and later emblazon it boldly across the top of the first page of our letter.

Now hear this: there are a lot of good ways to write headlines; there are headlines that ask a provocative question; headlines that reveal a startling fact; headlines that announce something like a special deal or a store opening; headlines that shock; that titilate; etc. So, what you are about to learn here is not the only way to do it but rather, one very good way that will seldom let you down. Namely, we are going to strive to write a headline that offers both news and a big benefit to the reader of our letters!

First, let's take our proposition or offer (it's the one you wrote on your DEAL SHEET) and state that offer in such a way that is both newsworthy and benefit-promising. Now, what is newsworthy about what we have to say? Hmn? It seems to me that it's newsworthy that there is a man somewhere (you) who has a car to sell he thinks so much of he is willing to let someone drive it for an entire week before they decide whether or not to buy. And what are the big benefits, the unusual benefits of this deal? Its seems to me free gas for a year and a free trip to Vegas make up some very tasty icing.

Now, who is it that's offering this hot deal? It's you, right? But who are you? OK, let's say your name is John Stebbins. So the first words of our announcement (headline) could reveal who is making this offer, and we could start with...

JOHN STEBBINS SAYS...

But wait. You say you're not well-known and your name won't mean much to the people reading your letters? OK, let's try again. You're a local resident, right? So let's start off with...

LOCAL MAN...

Can we improve on that? You bet. If we can be more specific (specificity always enhances response) we can do even better...

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ESPECIALLY IF WE CAN BE MORE SPECIFIC IN A WAY THAT IMMEDIATELY IMPLANTS IN OUR READER'S MIND THAT YOU ARE SOMEONE REAL, SOMEONE HE COULD PICK UP THE PHONE AND CALL OR GO VISIT IF HE NEEDED TO!

So, let's say you're a dentist and let's begin our headline like this...

LOCAL DENTIST SAYS...

So far so good. What's next? Well, what is it you are saying? Uh, let's see. Oh yeah, you're saying you'll buy a trip to Vegas and a year's worth of gas for anybody who buys your 2-year-old Caddy. So, let's simply say it. Like this:

LOCAL DENTIST SAYS HE WILL BUY A FREE TRIP TO VEGAS AND A YEAR'S WORTH OF GAS FOR ANYBODY WHO DECIDES TO BUY HIS 2-YEAR-OLD CADDY!

That headline is a simple, uncomplicated statement of fact. It offers news. It offers two strong benefits. And there is a "hidden" lesson here for those of you perceptive enough to catch it. It's this: one of the secrets of writing great copy is just...

SAYING WHAT YOU HAVE TO SAY!

Don't discount the importance of this just because it is such a simple and obvious thing. People pay me ungodly amounts of money to simply help them say what they have to say. And when I do it, they accuse me of being a genius and I'm always amazed. You see, what I really am is simple-minded. Here's a typical conversation between me and someone I'm trying to help:

"Gary, I'm going nuts trying to write this ad. I've been struggling with it for weeks and I just can't seem to make any headway."

"Well, John, what is it you're trying to get across? What is the big thing you have to say?"

"Gosh, Gary, I can give people the best deal on washers and dryers that anybody has ever seen!"

"Oh, yeah? Why is that?"

"It's because of my wife. She's really p.o.'d at me. She says I'm a workaholic and she's sick of it. She says we haven't had a vacation in 14 years and if I want to keep her, I better close the damn store for a month and take her to Europe. She says she doesn't care if I almost have to give away my inventory."

So I start scribbling on a piece of paper and a few seconds later I show him his:

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She's fed up...

ANGRY WIFE FORCES LOCAL BUSINESSMAN TO ALMOST GIVE AWAY EVERYTHING HE'S GOT IN HIS STORE!

"Hey, that's it!" he says. "You've got it! That's just what it is I wanted to say. You truly are a genius!"

Maybe I am. I know I'd certainly be the last to deny it. However, all I did here is say what he had to say.

Which brings me to a crucial point I intend to pound into your head until you are sick of hearing it. It's in response to something I hear all the time and it usually goes something like this: "But Gary, I don't have anything special to say. My offer is really pretty ordinary. Pretty standard."

Oh yeah? Well, if that's the case, you need to forget about writing copy until you "sweeten" your offer enough so you do have something to say. Contrary to popular opinion...

WHAT YOU HAVE TO SAY IS ENORMOUSLY MORE IMPORTANT THAN HOW YOU SAY IT!

Listen, if I just found out you had won the Irish Sweepstakes, there is no way I could tell you that would be dull and boring. On the other hand, I probably couldn't entice you to read a book on the history of farm machinery (there really is such a book) no matter what my headline said.

Back to the salt mines. If you were paying attention, you will have noticed that our headline to sell your 2-year-old Caddy didn't mention that you would let someone test drive it for a week free. That's a very important point but, rather than confuse our headline, let's put that fact in a lead-in subheadline. And now, what we've got is this:

And he'll let you drive it a week for free!

LOCAL DENTIST SAYS HE WILL BUY A FREE TRIP TO LAS VEGAS AND A YEAR'S WORTH OF GAS FOR ANYBODY WHO DECIDES TO BUY HIS 2-YEAR-OLD CADDY!

And that's what we're going to print in big bold type on the top third of the first page of our letter. And next? OK, next, let's tell our reader who this letter is from. He already knows there is a local dentist involved but let's make you even more real in his mind by telling him exactly where you are located. It's simple -- we just write:

From:
John Stebbins
123 Oak Street
Massillon, Ohio 44646

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And next? Ah, now it's time for our salutation. It's surprising to me how many people struggle with this part of a letter unless, of course, it is personalized. Should it be "Dear Reader"? "Dear Occupant"? "Dear Resident"? "Dear Lover of Fine Cars"? "Dear Fellow Massillonian"?

No, no, no, no... NO! The way I always start a non-personalized letter is...

Dear Friend,

I don't know, it just seems to me a... a... a friendly way to begin.

And now, after all this, we are finally ready to write the first sentence of our letter. And what should that first sentence communicate? Veddy simple. It should...

TELL OUR READER
WHAT'S IN IT FOR
HIM IF HE TAKES THE
TIME TO READ OUR LETTER!

Like this: **"If you would like to own a 1987 Cadillac and get it real cheap, here is some good news."**

That's the first paragraph and, in the next paragraph or two, you tell the reader (by elaborating on the headline) what the good news is. Like this:

"My name is John Stebbins and I am a dentist here in Massillon. I've got a 2-year-old Caddy and it is in almost perfect shape and I have to get rid of it for reasons I'll tell you later. But anyway, I just want to sell this car fast and I'm willing to let you test drive it for a week free if you are really interested.

"Not only that, if you do decide to buy it, I'll give you a very low price and I'll buy you a trip to Vegas and I'll pay for all of the gas you use for the first year you have the car."

Now, can you imagine what our reader is thinking at this point? It's easy, he wants to know... WHY?!! Why are you offering such a good deal? And, if you want to sell him, you've got to tell him.

Which is what comes next and you should address the issue like this:

"Why am I offering such a good deal? The reasons are simple. First, I hate car dealers. I tried to sell my Caddy back to the dealer I bought it from and he said stuff to me that was an insult to my intelligence. That's why I'd rather sell it cheaper to a regular person than hassle and bargain with some guy who cheats people for a living.

"And the reason I'm willing to buy all your gas for a year is because, unless you had a Caddy before, you probably don't know it but...Caddys, at least the ones in excellent condition like mine, give very good gas mileage."

Now, listen to me: at this point you've captured your guy's attention and you've given him enough to decide whether he's interested or not. If he is interested, what he wants now are some facts. And a simple way to give him these facts is to simply enumerate them like David Ogilvy did in the classic Rolls Royce ad

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I reprinted for you last month. How's an easy way to introduce these facts? Like this:

"And here are 10 important facts about my car:"

And then, you pick up those two piles of 3x5 index cards on your desk (the ones that enumerate the facts and benefits pertaining to your car) and you arrange those cards in rank sequence with the card that contains the hottest fact and/or benefit at the top of the pile. Then, what you do is you start at the top of the pile and transfer those facts/benefits on the 3x5 cards to your letter. You simply enumerate them. The first three might look like this:

1. **This car has the strongest, most rigid construction of any car built in America and it is the safest car you can use to transport your loved ones.**

2. **It has automatic <u>everything</u> and it is the easiest car on the road to drive.**

3. **This car only has 7,413 miles on it and it should give you many more years of luxurious trouble-free driving.**

And so on.

And now we come to one of the most important elements of all. Remember how I told you the single most important thing to concentrate on was your offer? OK, the second most important thing is to make your offer <u>believable</u>. We've already put a lot of believability into this letter by revealing your exact name, occupation, and address and giving our reader <u>specific</u> info. But we must do more. You see, if you've got this prospect wanting the car, wanting the deal, what he wants most right now is...

MORE AND MORE REASONS
OR AT LEAST ONE MORE <u>POWERFUL</u> REASON
WHY HE CAN BELIEVE
YOU!

Again, why are you offering such a good deal to him? It's not enough that you hate car dealers... if the car is so good, why the heck are you even willing to sell it? Here are some possible reasons:

1. You <u>need</u> the money and you need it <u>now</u>.

2. Your wife hates the color.

3. You've decided to go to Africa and become a missionary.

4. You want to take flying lessons and buy a sea plane but you can't afford both the plane and the Caddy.

5. Your eyesight is going bad and soon you won't be able to drive any more.

But whatever the reason is, it must be reasonable. It must be believable. It must be real... and true. It should take the question mark out of the mind of your prospect. It should give him an "aha" experience sort of like this:

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"Oh gee, no wonder the guy wants to sell the car so fast. I would too if I had a chance to go live in Paris for 3-years!"

There's just one thing left: we've got to ask for action which in this case means simply telling him if he's interested to call you on the telephone.

Oh yeah, and you'd better give him a reasonable reason why he should call right now, like maybe simply the truth that you've mailed nearly 1,000 of these letters and you don't expect the car to remain unsold for much more than 48-hours.

And then you sign off by writing...

Sincerely,

John Stebbins

P.S. Don't forget to always add a P.S. because some people read that part of the letter first. And what the P.S. should say is some little thing additional about one of the items of hot enticing info you've already given him like...

"P.S. That free trip to Vegas has got to be confirmed in the next 11-days or else the coupons I won at the Dentist's Charity Ball last month will revert to the second-place winner."

Let's sum it all up.

1. You create a **FACT SHEET.**
2. You create a **BENFIT LIST.**
3. You reduce your **OFFER** to writing on a **DEAL SHEET.**
4. You write a headline that contains news and the promise of one or more benefits.
5. If you have more than two hot benefits, you can put another in the lead-in sub-headline.
6. You reveal exactly who the letter is from.
7. You begin with the salutation, **"Dear Friend,".**
8. You write a first sentence that tells what's in it for your prospect if he reads this letter.
9. You use the next few paragraphs to elaborate specifically on your promises.
10. You next tell him why you are offering such a good deal.
11. You enumerate facts that translate to benefits and you simply list 1, 2, 3, 4, 5, etc., etc., as many as you've got.

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12. You next write a true and believable "reason why" explanation of why you are willing to part with this wonderful car.

13. You ask him to respond and urge him to hurry.

14. You sign off with "Sincerely,".

15. You write a P.S. that gives him a new little wrinkle on one of the hot reasons you've already given him as to why he should buy this car now.

And you typeset, type, print, fold, address, stamp and mail your thousand letters.

And live happily ever after.

I hope.

Now hear this: I was going to, after I got this far, to write that Caddy letter myself so you could see it all strung together. But I've changed my mind. Some of you are more serious than others about learning to write copy and, if you are, I want you to write a sales letter about your car and send it to me. Make sure I get the letter by the end of this month and on the first of next month, I'll read all the letters and I'll reprint the best one and send a really valuable (honest) free gift to whomever I think has written the best letter.

But don't write about anything except your car because that will make my judging job easier and likelier to be more fair.

Do this! You can't lose! My little contest is really secondary. The main thing is you will have gotten off your lethargic keister and stretched your mind a bit and the doing of this will prove to you that...

YOU DON'T HAVE TO GET IT PERFECT, YOU'VE JUST GOT TO GET IT GOING!

Sincerely,

Gary C. Halbert

Gary C. Halbert
The Wizard of Words

P.S. Look, this isn't the last thing I have to say about writing copy. Not by a long shot. It is not everything you need to know about this important subject. But...it is enough. Enough to get you going. Enough to give you a workable formula to get started while we are waiting for absolute perfection.

P.P.S. Don't even think about missing next month's issue! Why? Simply because I'm going to give you a piece of hot info that is so totally important it could enhance your chances of success by 1,000%!

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Marathon, Florida
Wednesday, 7:35 A.M.
July 19, 1989

Dear Friend & Subscriber,

I must confess, I've changed my mind about what I was going to write about in this month's newsletter.

Why? The answer is simple. You see, last month I invited all my subscribers to write a car ad (mostly, just for practice) and send it to me. I told them I would award a nice prize to whoever wrote the best ad. Well, so many people have sent in their ads -- and so many of them are so good -- I've decided it would be very helpful (from a copywriting point of view) if I told you what's good about the best of them.

First of all, one of the ideas I try to hammer home over and over is that...copywriting is secondary to the creation of a powerful, believable offer. And so, the first ad I'm going to discuss here is one that did not win because it is not the most "well-written" and, after all, this is a copywriting contest. However, this particular entry contains perhaps the best ideas of everything submitted. And, when push comes to shove, I'd rather have a great idea man on my team any day, as opposed to having a great copywriter. So, I want to respectfully tip my hat and congratulate...

RONALD BREKKE...

who gave as a reason for selling his car that he got involved in a tax shelter that went bad and the IRS stung him with $6,000 in back taxes plus $6,000 in penalties. But you know what else he did? Something that was pure genius? No. Of course you don't so I'll tell you: To back up his claim, he sent (in a plain white sealed envelope) a copy of his "NOTICE OF UNPAID TAX" that was whomped on him by the IRS. It's official looking as hell and it looks real because it is real. I'm reproducing it on the following page:

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000683 A89 9501 RPT

Department of the Treasury
Internal Revenue Service
FRESNO, CA 93888

If you have any questions, refer to this information:
Date of This Notice: 01-02-89 501 8904
Taxpayer Identifying Number: 517-60-4584 DQ

Form	Tax Year Ended	Document Locator Number
1040	12-31-81	89247-692-70079-8

RONALD JAY BREKKE
14849 BARNALL ST
LAMIRADO CA 90638-4626

Call: 1-800-424-1040

or

Write: Chief, Taxpayer Assistance Section
Internal Revenue Service Center
FRESNO, CA 93888

If you write, be sure to attach the bottom part of this notice.

NOTICE OF UNPAID TAX

THE FEDERAL TAX SHOWN BELOW HAS NOT BEEN PAID. IT IS OVERDUE. PLEASE PAY IT TODAY.

MAKE YOUR CHECK OR MONEY ORDER PAYABLE TO INTERNAL REVENUE SERVICE. WRITE YOUR TAXPAYER IDENTIFYING NUMBER ON YOUR PAYMENT. RETURN THE BOTTOM PART OF THIS NOTICE WITH YOUR PAYMENT IN THE ENCLOSED ENVELOPE. IF YOU BELIEVE THIS BILL IS INCORRECT, SEND THE AMOUNT YOU THINK IS DUE AND EXPLAIN THE DIFFERENCE.

THE ENCLOSED PUBLICATION 586A PROVIDES INFORMATION ABOUT OUR COLLECTION PROCEDURES, YOUR RIGHTS AND RESPONSIBILITIES. PLEASE PAY CAREFUL ATTENTION TO THE SECTION ON ENFORCED COLLECTION POLICY.

WE HAVE CALCULATED INTEREST AND PENALTIES FORWARD TEN DAYS FROM THE DATE OF THIS NOTICE. IF PAYMENT IS NOT RECEIVED BY THAT DATE, ADDITIONAL INTEREST AND PENALTIES MAY BE CHARGED.

TAX FORM NUMBER	1040
TAX PERIOD ENDED	12-31-81
BALANCE OF PRIOR ASSESSMENTS	$11,061.38
LATE PAYMENT PENALTY	$20.13
INTEREST	$116.98
TOTAL AMOUNT DUE	$11,198.49

ENCLOSURES:
ENVELOPE
PUBLICATION 586A

If you have any questions, you may call or write -- see the information in the upper right corner of this notice. To make sure IRS employees give courteous responses and correct information to taxpayers, a second employee sometimes listens in on telephone calls.

See back of this notice for more information.
Keep this part for your records.

DETACH HERE

Form 8125 (Rev. 4-86)

Whoa! Now, how's that for drama? And even more importantly, how's that for <u>believability</u>? I've said it before and I'll say it again: The number one reason people don't buy from you is they don't want what you are selling. But, the number <u>two</u> reason is..

THEY DON'T BELIEVE YOU!

Strive for believability. It is <u>supremely</u> important.

But, that wasn't Mr. Brekke's only good idea. No, sir. He also offered to <u>buy the car back</u> from you if maintained properly because, in fact, he really didn't want to sell it. And that's why, of course, he was also offering $1,214 worth of free maintenance while you drove the car so...

IT WOULD BE IN GREAT CONDITION WHEN IT WAS TIME TO BUY IT BACK!

He also was the <u>only contestant to think to send a "follow up" letter</u> and, in this pitch, he went on to explain how his situation was even more dire because <u>now</u> the IRS was threatening to seize his property. And this time he included (in the proverbial sealed envelope) the United States Seizure Notice! See below:

Warning

Publication 34 (Rev. 11-78)
Department of the Treasury
Internal Revenue Service

United States Government Seizure

This property has been seized for nonpayment of internal revenue taxes, due from Ronald Brekke 14849 Bromwell St. La Mirada, CA 90638 by virtue of levy issued by the District Director of Internal Revenue.

Persons tampering with this property, in any manner, are subject to severe penalty of the law.

M. Stubley
Revenue Officer

213-894-7097
Telephone Number

6-28-79
Date

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And that's not all. He also sent a reprint of a Reader's Digest article on "How You Can Save on Car Insurance" which explains "six easy ways to lower your premiums and still get the protection you need." (Like maybe buying a car like Mr. Brekke's?)

He also offered a premium for the first 10 people who stop to look at his car. The premium was a booklet titled, "18 Major Health Discoveries to Add 10 Years to Your Life."

Like I said, Mr. Brekke did not win because this was a copywriting contest but he did such a fantastic job I've decided to give him a nice prize anyway!

> (However, Mr. Brekke, you've got me hooked and you don't get your prize until I get that booklet on health discoveries.)

More good stuff. From Travis McFee, D.D.S. in Salem, Oregon. He explains he'll sell his Chevy Caprice at below Kelly Blue Book wholesale because he can't trade it in because he (and a group of professionals) are banding together to buy a bunch of Mercedes wholesale direct from Germany. And then...

HE INVITES YOU TO GET IN ON THAT ACTION IF YOU DON'T WANT THE CAPRICE!

Clever. Good thinking.

And here's a good reason for responding now to the P.S. of the sales letter written by Martin Choy...

> "The trip to Lake Tahoe includes reservations to see Frank Sinatra but reservations must be confirmed within 10 days."

So why does Trapper John, M.D. (sounds like a TV show, doesn't it?) say he is offering such a good deal on a new luxury pick-up? Simply because...

> He gave it to his kid as a graduation present and the kid was not properly appreciative so he (Trapper) wanted to teach the kid a lesson!

I've felt like that, haven't you?

Here's another good idea for getting action now from the P.S. of the letter written by Kevin Brandes. Kevin offers as a

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premium a free trip to the Indy 500 (he's selling a Corvette) and his P.S. says:

> "The free trip to the Indy 500 has to be confirmed because of the airlines being booked solid..."

A really well-written ad (from a copywriting point-of-view) was sent in by Lynn Stratford. Lynn is selling a 1950 Studebaker (I wonder if it's blue and white like the one my Dad had?) and he makes some very good points including:

* This beauty will never depreciate in value -- only appreciate. (That's called an investment.)

* He offers to pay your dues to join the Studebaker's Driver's Club.

* He says he'll give you a shop manual and six catalogs that'll tell you where to get all the parts you need for this beauty.

This one is really a rock-solid, exceptional piece of work but it irritates me because now I'm seriously thinking about buying this car myself!

David C. Smith of Laguna Beach sent in a good letter to sell his 450 SLC Mercedes that comes complete with...

A CAR PHONE!

Nice touch!

You know, I can hardly imagine I would ever want to own a Gremlin but the sales letter written by Robert Robinson in Washington, DC really had me on the ropes. This letter is a borderline masterpiece and by the time he's done you really do wonder why he's willing to sell it! Here's how he explains it:

> "The truth is I need $2,000 to use as a down payment on a piece of property. I plan to renovate and sell this property for a $12,000 profit (minimum) all within six months. As soon as I close this deal I will give you (the happy owner of a classy classic blue Gremlin) a phone call asking to purchase the car back for $3,200. This will give you a $1,200 profit for just driving a beautiful car. Let me say that you are not obligated in any way to sell the car back to me at any time, but it just may be a future convenience for both of us."

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Very, very good.

Don Brown, a preacher from Kerman, California did an excellent job writing his letter and he's one of only two of my subscribers who thought to include a photo of the vehicle (station wagon) he wants to sell.

Why didn't the rest of you think to do this?

Shame, shame.

Here's a sample of some of the excellent copywriting done by Danny Van Meter of Klamath Falls, Oregon: (Klamath Falls?)

> "I could take it in to a dealer but, to be honest, I'd rather deal with a real human being instead of some guy in alligator shoes who is more interested in how much commission he's going to make off me than to make a fair deal for all."

Excellent work.

Linwood Austin of Santa Barbara, California is the only contestant who used a particularly valuable ploy which I've always found to be useful: "...if you are not going to take advantage of this offer, call me to let me know. Then I will feel free to offer it to one of the other rental companies..."

Good thinking, Linwood!

One of the best letters of all was submitted by Nina Harper of Long Beach, California:

> "There is not a single ding in the paint. The interior is immaculate and has never been smoked in." (great point!)
>
> "Ordinarily, I wouldn't consider selling this car, however circumstances force me to do so. I am in escrow to buy a business and I'm selling everything that isn't nailed down to come up with the payment."

Way to go, Nina!

Look, I'm running out of space and I want to reproduce the winning letter before I close. However, I would like to at least acknowledge some of the other entries that were very, very good. One of them came from Mark W. Goggin who owns Golden State Envelope in Los Angeles. (By the way, I highly recommend him if

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you need to buy envelopes and his number is 213/461-3044.)

Let's see now...who else did a good job? Well, there's R. Quinn of Fort Worth, Texas. Ken Jensen of Mesquite, Nevada. Allen Merkley of Long Sault (Long Sault?), Ontario. Thelma J. Larson of Covina, California. John A. Van Koevering of Las Vegas. Philip S. Bushee of Burlington, Vermont (sent $5 as a grabber!). Kenneth W. Ritchie of Summit, New York. Norman Kominsky Jr. of Paulsboro, New Jersey. Dave Gregory of Thousand Oaks, California (great writing). Geoffrey B. Cook of Jameston, Rhode Island. Dawar A. Shah of West Covina, California. John App of San Juan Capistrano, California.

And the winner is...

But wait! Before I tell you I want to make an observation. It seems to me that, often, the people who had the most writing ability did not come across as sincere as some of the letter writers with less facility. Some of the letters were well-written but "cute." And, they were tarnished by an obvious attempt to be clever.

Enough of that. Now, in my judgment, the best letter of all was submitted by a guy from Kirkland, Oregon named:

DON JENNE

His headline is virtually irresistible and his copy, although short, is absolutely compelling! And, I tell you, whoever is in charge of marketing this new car is a fool if they don't hire this man. Here's his letter:

AMAZING CAR OF THE FUTURE USES NO GAS, OIL OR WATER!

The car of the future has zero pollution, uses not a cent of gasoline and requires no tune-ups or oil changes. The only maintenance required are things like brake work, wheel alignment and tires.

Today, 20% of the car business is from the sales of new cars and 80% comes from the parts and repair industry. The introduction of this car will turn this upside down. The bottom line is that this is a car you won't have to worry about. The original prototype required less than $1,000 spent on maintenance in seven years of driving. This amazing car can travel 100 miles an hour, go 400 to 500 miles on a battery charge and never needs a tune-up. The car will be featured in a 1990 James Bond-type film like the Aston Martin in Goldfinger.

The car will be for sale early next year. The first model will be a futuristic sports car followed by a mini-van and a passenger sedan. Does driving one of these cars interest you? Or, would you like to become a dealer? The car itself is so spectacular that all you have to do to sell it is drive it. Grab yourself a piece of the future by calling 206/823-8539 or send $75 for an extensive information package including a video and dealer information. Send to: Don Jenne, 13307 103rd Lane N.E. #H101, Kirkland, WA 98034.

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Great job, Don! We'll be contacting you soon about your prize and, I want you to know, you've won out over some monstrously stiff competition.

CONGRATULATIONS!

Oh, and there's just one more thing. Listen, you klutz: You sent your letter in handwritten which means it almost didn't get read.

Don't do that ever again, Don. It is truly hiding your flame under a basket. It's like Rachael Welsh wearing a mu-mu.

Oh well, nobody's perfect.

Sincerely,

Gary C. Halbert

Gary C. Halbert
"The Teacher of Titans"

P.S. I have doubts. Maybe Don shouldn't have won. Maybe I should've given first prize to another entry which you will find in the sealed envelope. Read it and tell me what you think.

P.P.S. Next month's letter will be something I've been working on for a long time. It'll probably be the most useful letter I'll ever write. It's one you'll want to keep with you all the time and to use constantly as a money-making tool extraordinaire!

Peace.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Marathon, Florida
Saturday, 9:00 A.M.
August 12, 1989

Dear Friend & Subscriber,

You're going to love this issue!

Listen: I've been publishing my newsletter since September 1, 1986. So far, I've sent out 35 issues (not counting this one) and those letters contain some of the very best marketing ideas ever reduced to print.

Well, guess what? In this issue, I am going to summarize every important idea that has so far appeared in these letters. This issue is meant to be used as a tool. For many of you, all you need do is read the summary of a particular idea and it will refresh your memory almost totally on all the nuances and ramifications of the idea as it was presented full-blown in one of my letters. Or, if you're like most of us, and have something less than total recall, you can use these summations as a "trigger" to refresh your memory and then note the issue date in which the idea was fully explained and go back and re-read that issue. Or, if you don't have one or more particular back issues that reveal concepts and ideas that would help you, you can call my office and make arrangements to have those issues sent to you.

I'm going to do this in the form of questions you should be asking yourself about your different marketing activities. Here, then, are...

58 IMPORTANT QUESTIONS
YOU NEED TO ASK YOURSELF
SO YOU CAN MAKE MORE MONEY
WITH YOUR MARKETING EFFORTS!

QUESTION 1:
Have you considered attaching a penny to the top of your sales letters in order to capture more attention and readership?

You should try this! It's cheap, it works like crazy and it can make your results go right through the roof! (Letter #1: 9/1/86)

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QUESTION 2:
Do you immediately acknowledge every order you receive with a thank you letter sent via first-class mail that solicits more money?

You're a dumb bunny if you don't. Your customers are never hotter for your goods or services than when they first order. Be courteous. Immediately acknowledge their purchase and tell them how appreciative you are. And then, offer them something else so they'll have the chance to spend even more money with you! (Letter #1: 9/1/86)

QUESTION 3:
Are you sending your sales letters via first-class mail?

You almost certainly should be. Much bulk-rate mail is not (even if it is properly addressed) delivered by the post office. Much of it, they (the P.O.) simply throws away. And, if the P.O. doesn't throw it away, current surveys indicate your prospects will toss 75% of it in the round file without even bothering to open it.

Mail first-class! Mail first-class! Mail first-class! (Letter #1: 9/1/86)

QUESTION 4:
Does your first-class mail look like first-class mail?

Nothing is dumber than going to the expense of sending a letter via first-class and then making it look like an ordinary bulk-rate, junk mail letter. (Letter #1: 9/1/86)

QUESTION 5:
What are the three criteria by which you should judge the profitability of any potential mailing list you are thinking about using?

1) Recency; 2) Frequency; 3) Unit of sale. (Letter #2: 10/1/86)

QUESTION 6:
How do you make sure you will get the same results when you roll-out as you got when you tested?

First, test a random sample of 5,000 names. Next, use all the names in a geographic area. For example, use all names on list in California, Indiana and Wyoming. And finally, you "roll out" by systematically "vacuuming out" the rest of the names region by geographic region. Note: If you are a heavy user of direct mail, it is critical that you understand this concept! (Letter #2: 10/1/86)

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QUESTION 7:
Are you using all 20 of these secrets to make your direct mail more profitable?

1) Deliver your mail to the P.O. yourself; 2) Use live stamps; 3) Use direct impression addressing; 4) Remove your company name from your corner card; 5) Stop using "teaser" copy; 6) Print "RUSH" in red on your envelopes; 7) Use wider margins and subheads and make certain points in bold type; 8) Throw away or hide your brochure; 9) Change your 10 or 30 or 60-day guarantee to a full 1-year guarantee; 10) Put a photo of the letter writer on the letterhead; 11) Print your order card on yellow stock; 12) Try using those new "fake fed-ex" envelopes; 13) Put your phone number in the body copy of all your letters; 14) Stop using an 800 service; 15) Mail first-class; 16) Keep a daily log of nixies; 17) Rent more expensive lists; 18) Always test first-class; 19) "Double team" everything; and 20) Use multiple post offices. (Letter #3: 11/1/86)

QUESTION 8:
Do you put enough passion into all your ads and letters?

You probably don't. You should be so fired up about what you are selling that all your copy is a "controlled rave!" (Letter #4: 12/1/86)

QUESTION 9:
Do you worry too much about offending people who will never buy from you and not enough about pleasing those who will?

Did you know that as few as 500 bitch letters can take a network TV show off the air? How stupid! Stop trying to please everybody. There are many jerks out there who aren't worth your efforts. On the other hand, there are many fine people you don't serve as well as you could because you "water down" your efforts in order not to offend people who are really nothing more than human scum. (Letter #4: 12/1/86)

QUESTION 10:
Are you reading a print-out of all your customers and all the mail your company receives and are you placing and taking calls from your customers yourself on a daily basis?

It is crucial that you stay in touch. Not your staff, your sales force, your office manager...you! Actually, you should even go out and visit them in their homes every once in a while. (Letter #5: 1/1/87)

QUESTION 11:
Are you (or your ad agency) doing any of these 10 stupid things?

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1) Blazing a new trail when the road is already paved? 2) Writing slogans instead of long copy? 3) Being remiss instead of redundant? 4) Being remiss instead of redundant? 5) Not making enough cheap mistakes after you've got a winner? 6) Underestimating human greed? 7) Overestimating human intelligence? 8) Guessing what they want instead of asking them? 9) Failing to remember that people are skeptical? or 10) Being too proud (or too stupid) to ask for help. (Letter #6: 2/2/87)

QUESTION 12:
Are you aware of the different ways to steal a mailing list and are you doing these three things to prevent theft of <u>your</u> list?

1) Salting your list; 2) Salting your competitors' lists; and 3) Being (and being <u>perceived</u> as being) a "junkyard dog" when anybody rips you off. (Letter #7: 3/2/87)

QUESTION 13:
Have you read all these important books, ads and other material so you'll know what the hell good advertising is all about?

Scientific Advertising, **The Robert Collier Letter Book**, Tested Advertising Methods, **How to Write a Good Advertisement**, all back issues of The Gary Halbert Letter, **The Boron Letters**, Breakthrough Advertising, **7-Steps to Freedom**, Do You Make These Mistakes in English?, **What Everybody Should Know about the Stock and Bond Business**, The Nancy L. Halbert Heraldry Letter, **How to Burn-Off Body Fat Hour-by-Hour**, At 60 Miles an Hour, The Loudest Noise in this Rolls Royce is the Ticking of the Electric Clock, **Why Men Crack**, How to Collect from Social Security at Any Age, **The Admiral Byrd Transpolar Expedition Letter**, and The Lazy Man's Way to Riches. (Letter #8: 4/1/87)

QUESTION 14:
Have you done these five things before you even begin to write your sales copy?

1) Read all the material listed above? 2) <u>Copied</u> those ads and letters? 3) Had one of those promotions "comped up" and typeset? 4) <u>Re-read</u> all those books and stuff and this time taken <u>hundreds</u> of notes? 5) Created a file of <u>hundreds</u> of good headlines? (Letter #8: 4/1/87)

QUESTION 15:
Do you use this simple 7-step formula whenever you write copy?

1) Say something that gets attention; 2) Immediately tell your customer <u>why</u> he should be interested in what you have to

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say; 3) Tell them why he should <u>believe</u> you; 4) <u>Prove</u> what you are saying is true; 5) Itemize and describe all the benefits; 6) Tell him <u>how</u> to order; and 7) Tell him to order <u>now</u>. (Letter #8: 4/1/87)

QUESTION 16:
Whenever you write a first draft, do you make sure you write <u>very</u> fast?

Very important. Fast writing, written when you are ablaze, always carries the most passion and conviction and "convincing power!" (Letter #8: 4/1/87)

QUESTION 17:
Have you read the book "The First Hundred Million"?

Written in the 1920s, this book is a veritable <u>goldmine</u> of marketing savvy that applies <u>today</u>! (Letter #9: 5/1/87)

QUESTION 18:
Do you know the three ingredients you need to produce a successful cable TV show?

1) A star; 2) a story; 3) a solution. (Letter #9: 5/1/87)

QUESTION 19:
Are you using 976 numbers to make people <u>pay</u> to hear your sales pitch?

A <u>goldmine</u>, where applicable. (Letter #10: 6/5/87)

QUESTION 20:
Are you taking advantage of my simple "by-the-numbers" technique when you don't have time to "be creative"?

A) Just introduce yourself; B) Itemize interesting facts; C) Itemize the benefits; and D) Ask for action. (Letter #11: 7/3/87)

QUESTION 21:
Do you make all of your space advertising look editorial?

You should. You'll get 500% more readership. (Letter #12: 8/1/87)

QUESTION 22:
Do you run all your full-page newspaper ads on the front or back of a section when you can?

You should. It's the best position for them. (Letter #12: 8/1/87)

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QUESTION 23:
Do you pepper your ads with subheads in order to provide "eye-relief"?

You should. That which "looks" easy-to-read gets more readership. (Letter #12: 8/1/87)

QUESTION 24:
Are you using Nancy Jones to buy your newspaper space?

You should. When it comes to buying space in daily newspapers, Nancy Jones is the best on the planet! Call 813/392-3457! (Letter #12: 8/1/87)

QUESTION 25:
Are you using OPM (Other People's Minds) to get good ideas you'd never think of yourself?

You should be. Cultivate a personal relationship with the best minds you can find and harvest that garden often! (Letter #13: 9/3/87)

QUESTION 26:
Have you considered putting a stop to the mailing of your catalog and instead, mailing individual sales letters on your top items?

It's something to consider. Most catalogs should be used as a "testing vehicle" in order to discover hot new items that deserve individual promotions. (Letter #14: 10/1/87)

QUESTION 27:
Have you read my "Brainstorm" issue?

I'm sorry. There's just too damn many good ideas in that issue for me to list them all here. What's that? Do I hear you grumbling and calling me names under your breath? Well, nuts to that. Listen: If you call my office (213/273-7053) within 10-days from the date of this issue and so request, I'll send the "Brainstorm" issue to you FREE! It's Letter #15: 11/6/87.

QUESTION 28:
Have you considered using the reference books available at every good-sized library to create the world's most perfect direct response product? Namely a fast-reading report?

Easy as pie and a real service to your customers. (Letter #16: 12/5/87)

QUESTION 29:
Are you using all kinds of creative "grabbers" like stress control biofeedback cards, stamps, or foreign money on the

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first page of your sales letters?

You should be. They can punch your results right through the roof! (Letter #17: 1/6/88)

QUESTION 30:
Have you read my "Club Fed" issue?

This is the most important issue I've ever written and, very likely, it is the most important issue I will ever write! If you haven't read it yet, I'm not going to spoil it for you here by even suggesting what it's all about. And, since it is so important, to make sure you have no excuse for not having this info, I will, if you so request, send it to you FREE! Just call 213/273-7053 and ask for it. (Letter #18: 2/6/88)

QUESTION 31:
Are you careful not to take your prospect out of his "comfort zone" during the beginning of your sales presentations?

Don't shock someone's sensitivity by screaming at them to purchase your wares before you warm them up a little. Remember...YELLING IS NOT SELLING! (Letter #19: 3/5/88)

QUESTION 32:
Do you always give your advertising your best shot on your very first test?

Many people don't and it costs them dearly. They send out a cheap, bulk-rate mailing and, when they get mediocre results, they wonder if they would have done better by mailing first-class, offering credit, a lower price, etc. And, all this testing can nickel-dime them to death and their promotion may still not fly. Give it your best shot right off the bat and then, if you've got a loser, drop the project and go on to something else. (Letter #20: 4/4/88)

QUESTION 33:
Are you using simple little contests where the winners get something that relates to what you are selling?

Do it right and it works like magic. Remember to: 1) give away something that relates to what you are selling; 2) include a deadline; 3) tell winners their prize will be given to someone else if they don't claim it; and 4) personalize the promotion. (Letter #21: 5/2/88)

QUESTION 34:
Are you willing to commit "image suicide" whenever necessary?

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Don't get locked into the role of an expert who can't learn from "lesser" people. It's very expensive. (Letter #22: 6/4/88)

QUESTION 35:
Do you always keep in mind that the people of America sort through their mail while standing over a wastebasket?

This is the single most important concept you will ever learn about direct mail advertising. (Letter #22: 6/4/88)

QUESTION 36:
Are you using electronic mailboxes, classified ads and C.O.D. to make mucho fungolas?

Shame on you if you're not. It's easy, cheap and can pay out millions. (Letter #23: 7/1/88)

QUESTION 37:
Do you use the "AIDA" sequence for your sales letters and ads?

You should. AIDA stands for Attention, Interest, Desire and Action and encapulates the "proper sequencing" of your message. (Letter #24: 8/5/89)

QUESTION 38:
Have you tried putting your prospects' names "in lights" (so to speak) by using today's readily available technology to personalize your headlines?

Try it. It works like crazy! (Letter #24: 8/5/89)

QUESTION 39:
Do you "harvest headlines" every month to make sure you "catch a lot of sparks"?

At last! An excuse for reading the National Enquirer! (And other interesting publications with great headlines.) Fun. And very, very profitable! (Letter #24: 8/5/89)

QUESTION 40:
Are you using celebrities and models to punch up your promotions?

Do it! Do it! Do it! They're easy to get and cheaper than you think. (Letter #25: 9/1/88)

QUESTION 41:
Have you taken Gary Halbert's Semi-Famous Headline Test?

Fun, profitable and exciting. (Letter #26: 10/5/88)

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QUESTION 42:
Do you make sure all your ads look like rave editorial "articles"?

Do it! Do it! Do it! It can increase your readership 500%! (Letter #26: 10/5/88)

QUESTION 43:
Are you aware of what advice Gary Halbert gave the Republican Party when he was drunk one evening?

They used my techniques to win hundreds of elections and I am not particularly proud of having helped politicians. That's why I don't charge for this issue and send it out free to whomever calls my office (213/273-7053) and asks for it. (Letter #27: 11/7/88)

QUESTION 44:
Have you telephoned Joyce Gaines if you are having trouble getting a merchant account?

She did the trick for us and her number is 213/257-1818. (Letter #28: 12/9/88)

QUESTION 45:
Are you using "vanity radio" to make yourself a star so you can sell more stuff?

Easy as pie. Fun and profitable. (Letter #28: 12/9/88)

QUESTION 46:
Are you "advertising your advertising"?

Try it. It can <u>triple</u> response! What you do is, you use radio and TV to tell people when and where your <u>print</u> advertising will appear and why they should make sure to read it. (Letter #28: 12/9/88)

QUESTION 47:
Are you waiting three weeks and then sending out a "carbon copy" of all your successful sales letters?

Try it. You'll probably get 60% to 70% of what your original letter pulled. (Letter #28: 12/9/88)

QUESTION 48:
Do you call Gary Halbert (213/273-7053) whenever you need money to finance your <u>tested</u> promotions?

I stand willing and eager to finance all tested winners. Call me if you've got one. (Letter #29: 1/12/89)

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QUESTION 49:
Are you aware of the "price points" that are generally most viable?

They are: $3.00, $7.95 + $1.00 postage and handling, $9.95 + $2.00 postage and handling, $14.95 + $2.00 postage and handling, $19.95 + $3.00 postage and handling, $39.95 + $3.00 postage and handling, $69.95 + $3.00 postage and handling, $97.50 + $5.00 postage and handling, $134.50, and $195.00. (Letter #30: 2/9/89)

QUESTION 50:
Do you always remember that you can, if you wish, charge a different price to different groups of people who live in different geographic locations or who have different income levels or perhaps a different "passion level" for what you are selling?

The question says it all. (Letter #30: 2/9/89)

QUESTION 51:
Do you ruthlessly eliminate all negative human scum (success-killing vampires) from your life?

Very important. You simply can't afford people who slow you down. Do not, out of a false sense of obligation, allow yourself to be trapped into going through life dragging someone else behind you who can't (or won't) carry their own weight. (Letter #31: 3/14/89)

QUESTION 52:
Have you read "Scientific Advertising" by Claude Hopkins?

Best book ever written on advertising. It is <u>essential</u> that you read it. It's available from Crain Books. The number is 312/679-5500. (Letter #32: 4/6/89)

QUESTION 53:
Are you being mislead by marketing consultants who don't know what the hell they're talking about?

Read Scientific Advertising, The Robert Collier Letter Book, The First Hundred Million, Breakthrough Advertising, How to Write a Good Advertisement, 7 Steps to Freedom, and My Life in Advertising and then...you will be a hard cookie to fool by people who are really false prophets. (Letter #32: 4/6/89)

QUESTION 54:
Have you grounded yourself in the true fundamentals of marketing, heightened your awareness of what's working now and are you continually capturing ideas, headlines, thoughts, techniques, etc. on 3x5 index cards?

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Do this. Systematically. It programs your mind to "connect the dots" so you can come up with a constant stream of winners. (Letter #32: 4/6/89)

QUESTION 55:
Do you, every once in a while, physically address envelopes yourself and do all the mechanical stuff necessary to get out a mailing?

Do it. There is something that happens on a cellular level, something that indelibly imprints itself on your being, some kind of neural knowledge that can only be achieved by physically doing a mailing all by yourself! (Letter #32: 4/6/89)

QUESTION 56:
When you sit down to create an ad or a sales letter, do you always keep in mind the first three things you should do?

They are: 1) Create a detailed CONFIDENTIAL FACT SHEET; 2) Create a very detailed list of benefits; and 3) Create a DEAL SHEET which contains the strongest proposition you can offer which has been reduced to writing. (Letter #33: 5/12/89)

QUESTION 57:
Have you read that particular issue of my newsletter that details exactly how to write a sales letter?

Too much stuff in this one for me to synopsize. All I can say is, if you are about to sit down and write some copy, you really do need to re-read it. (Letter #34: 6/12/89)

QUESTION 58:
Have you re-read that other particular issue of my letter where I gave my subscribers a chance to show off their marketing skills and creativity?

Once again, too much good stuff to synopsize. Re-read it and be inspired! (Letter #35: 7/19/89)

Whew! That was a lot of work! Oh, well, I guess some of you are worth it. And, to make this issue even more valuable to you, I have decided, as a little free gift to you, to "summarize my summations" on a separate sheet of 8½x11 paper you can fold up and keep on your person all the time and refer to it whenever your mind needs stimulation.

Wasn't that nice of me?

Gary C. Halbert

Gary C. Halbert
A veritable potpourri of profound and profitable pronouncements

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P.S. If you are a serious student of marketing, you should have all of my back issues. If you don't, you are missing out on some of the most important money-making data ever published. I never sell any of my issues at a discount. However, there are a few of them I make available free and several of them are reprinted in total in my book "How to Make Maximum Money in Minimum Time."

In any case, don't you be "penny wise and pound foolish." Make sure you have them all. Just one idea from one issue could make you millions!

A SUMMARY OF GREAT IDEAS FROM THE FIRST THREE YEARS OF THE FABULOUS GARY HALBERT LETTER!

1. **Attach a penny to the top of your sales letters.**
2. Immediately acknowledge all orders and ask for more business.
3. **Mail first-class.**
4. Make sure your first-class mail *looks* like first-class mail.
5. **Recency, frequency, and unit-of-sale are the three important criteria by which you can judge a mailing list before you test it.**
6. Do your "roll outs" on a geographic basis.
7. **Read letter #3 (11/1/86) for 20 ways to punch up your direct mail promotions.**
8. Put mucho passion in all your copy.
9. **Don't worry about offending the dogs; concentrate on selling the foxes.**
10. You should *personally* stay in touch with your customers.
11. **Read letter #6 (2/2/87) to make sure you or your ad agency are not doing any of the 10 stupid things listed therein.**
12. Salt your list. Salt your competitors' lists. Become known as a "junk yard dog" who won't stand for being ripped off.
13. **Read all books and material listed in letter #8 (4/1/87) before you write a word of copy.**
14. Also, *do* everything recommended in letter #8 (4/1/87) before you write a word of copy.
15. **Use the 7-step formula described in letter #8 (4/1/87) when you write copy.**
16. Write fast when writing a first draft.
17. **Read the book, *The First Hundred Million.***
18. A star, a story, and a solution are the three necessary ingredients that go into a successful cable TV "sellavision" show.
19. **Use 976 (or 900) numbers to make people *pay* to hear your sales pitch.**
20. Use my simple "by-the-numbers" technique (Letter #11: 7/3/87) when you don't have time to "be creative."
21. **Make all your space advertisements look editorial.**
22. Try to run your full-page newspaper ads on the front or the back of a section.
23. **Pepper your ads with subheads.**
24. Use Nancy Jones (813) 392-3457 to buy your newspaper space.
25. **Use other people's minds (OPM) to get ideas you'd never think of yourself.**
26. Use your catalog as a test vehicle to discover hot new items that deserve *individual* promotions.
27. **Read my "Brainstorm" issue (Letter #15: 11/6/87).**
28. Use reference books readily available at almost any public library to create the world's most perfect direct response product. Namely...a fast-reading report. (Letter #16: 12/5/87)
29. **Use "grabbers" on the first page of your sales letters.**

30. Read my "Club Fed" issue!
31. **Don't take your prospect out of his "comfort zone."**
32. Always give your advertising your very best shot on your very first test.
33. **Use contests.**
34. Commit "image suicide" whenever necessary.
35. **Always remember that the people of America sort through their mail while standing over a wastebasket.**
36. Use electronic mailboxes, classified ads, and C.O.D.
37. **Use the "AIDA" sequence when writing copy.**
38. Use your prospect's name in your letter headlines.
39. **Harvest headlines often.**
40. Use celebrities and models to punch up your promotions.
41. **Take Gary Halbert's semi-famous headline test.**
42. Make all your ads look and read like rave editorial articles.
43. **Read Letter #27 (11/7/88) to find out what advice Gary gave the Republican Party one night when he was drunk.**
44. Telephone Joyce Gains (213) 257-1818 if you are having trouble getting a merchant account.
45. **Use "vanity radio."**
46. Advertise your advertising.
47. **Wait three weeks and then send out a "carbon copy" of all your successful sales letters!**
48. Call me (Gary Halbert) if you need money to finance your *tested* mail order promotions. (213) 273-7053.
49. **Read Letter #30 (2/9/89) to refresh your memory on the "price points" that are generally most viable.**
50. Always remember that you can charge a different price to different groups of people.
51. **Ruthlessly eliminate all negative human scum from your life.**
52. Read and re-read *Scientific Advertising* by Claude Hopkins.
53. **Read Letter #32 (4/5/89) so you won't be mislead by marketing consultants who don't know what the hell they're talking about.**
54. Ground yourself in the true fundamentals of marketing, heighten your awareness of what's working now, and continually capture ideas, headlines, thoughts, techniques, etc. on 3x5 index cards.
55. **Every once in a while, physically address envelopes yourself and do all the mechanical stuff necessary to get out a mailing.**
56. Always create a CONFIDENTIAL FACT SHEET, a detailed LIST OF BENEFITS, and a DEAL SHEET before you sit down to write copy.
57. **Read Letter #34 (6/12/89) so you'll know *exactly* how to create a sales letter.**
58. Read Letter #35 (7/1/89) so you can be motivated and inspired by examples of the creativity and marketing savvy of some of my subscribers.

and...

BE SURE TO READ THE NEXT THREE YEARS OF THE GARY HALBERT LETTER FOR EVEN MORE PROFITABLE IDEAS!

Peace.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Marathon, Florida
Tuesday, 5:30 P.M.
August 8, 1989

Dear Friend & Subscriber,

As you can see, I'm up to my old tricks again.

Namely, I'm attaching a dollar bill to the top of this letter to get your attention. It's still the best way I know to dramatize the importance of what I have to tell you.

Why have I done this? What is it that I have to say that's so all-fired important? Simply this...

I QUIT!

Listen: I've been creating advertising for various clients for nearly two decades, but now I've decided I don't want to do it anymore. So, I am no longer accepting any new clients whatsoever plus, I am winding down my activities with my old clients.

The reason I'm doing this is because I want to devote even more time to my newsletter and also, to write a couple of books that are important to me. Not only that, now that I live smack dab on the ocean, right in the heart of the Florida Keys, I want to spend as much time as possible in pursuit of marlin, sailfish, lobster and other aquatic beasties.

So what? What's all this got to do with you?

Simply this: Look, I've been charging a fortune for the work I do. For the last year or so, I've been charging $15,000 up front plus a commission of 5% (on gross sales) for creating sales letters and/or space advertising. For just one ad I did last year, I've already been paid over $850,000 and I'm still getting over $70,000 per month. I have another client in Las Vegas who has sent me a check every single month for the last 4½ years and, often, any one of those checks would be enough to last any sane person for more than a year.

I could give you plenty of other examples but I don't want

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to go on and on because, hopefully, I've already made my point. You see, the reason people have been willing to pay me so much is because...

MY METHODS, TECHNIQUES AND STRATEGIES WORK LIKE CRAZY!

And, until now, there have only been two ways a person could reap the economic benefits of my expertise: 1) They could, if they had enough money, hire me and become one of my clients; or 2) They could subscribe to my newsletter and/or purchase some of my other teaching materials or perhaps go to a seminar where I was teaching and then go out and try to apply what I taught them on their own.

BUT NOW, THERE'S ANOTHER (MORE EXCITING) OPTION!

I got this idea down here in the Florida Keys. Look, if you want salt water fish on your table every night you can: 1) Buy your fish at the market or hire someone to fish for you; or 2) You can read a book or go to a class and try to learn to fish "second-hand"; or 3) You can...

FIND A GUIDE WHO WILL NOT ONLY TEACH YOU BUT, AT THE SAME TIME, HE WILL FISH <u>WITH</u> YOU!

It's this third possibility that works best of all because, if you really want to teach a man to fish (and therefore feed him for life), the best way is to fish <u>with</u> him and not simply talk <u>at</u> him.

And guess what I now want to be? I want to be your "Marketing Guide." I will no longer accept you as a client (I won't fish <u>for</u> you) but now, for the first time in my career, I am willing to work side-by-side with you to help you create new megabuck promotions. And, I'll tell you right now, this arrangement is not for flakes, losers or the unmotivated. If you are interested in this deal, you need to know it's going to cost you a pretty penny and...

I'M GOING TO WORK YOU LIKE HELL!

As you may recall in a recent issue of The Gary Halbert Letter, I asked people to tell me if they were interested in attending a copywriting "workshop" I was thinking about teaching.

Well, it should come as no surprise that I received a very large and positive response to that request. Yet, I have nevertheless decided NOT to sponsor that workshop -- at least as I originally presented it to you. No. I now have something radically different (and infinitely more exciting) in mind.

Please let me explain.

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Listen: While I believe copywriting is important, I consider it to be only a fraction of what you need to know to make your fortune. There are many other things which are just as crucial: how to enhance your product's desirability, how to make your offer more enticing, which mailing lists and media to use (and which to avoid like the plague), how to get your idea from concept to camera-ready art, how to create successful radio and TV ads without being swallowed alive by sharks, and so forth.

That's why I now have a NEW idea about the sort of workshop I want to offer. As I said earlier, I am no longer taking on new clients. But, if I were still handling new clients and, if you became one of them, then...

I WOULD DO MUCH MORE FOR YOU
THAN SIMPLY SUPPLY YOU
WITH WORLD-CLASS COPY!

A lot more. I would dig right in and give you the marketing education of your life. I'd reveal all the relevant know-how and inside secrets and nifty "tricks of the trade" I've gathered in my 20-odd years of piling up fortunes by using my particular brand of "killer" advertising.

The bottom-line is, I'd give you 100% of what I have to offer because anything less would be cheating myself and you out of maximizing the money we could be pulling in together as profit.

And that's why I've nixed the "workshop" idea. I no longer like the idea of filling people with theory and lectures and then sending them off with their minds blown to do it all on their own. No. I think there is a better way to turn you into a wealthy (and arrogant) marketing mogul that has never (to my knowledge) been offered before. It's going to be what I call...

GARY HALBERT'S MASTER'S SUMMIT MEETING!

This is the most exciting idea I've had in some time! This is the kind of seminar I would want to attend. Where I could rub elbows with some of the most successful experts in the country, have them fuss over my business for several days, and...

COME HOME WITH REAL LIVE ADVERTISING
AND MARKETING MATERIAL
I COULD USE IMMEDIATELY
TO START MAKING BIG BUCKS!

At this summit meeting, you are going to be the center of attention. You're going to have me (and a small army of other experts) dissect your marketing and help you create explosive campaigns that leave your competition in the dust. We're going to exhaust every tactic I've ever used to come up with the absolute BEST offer you could have. We're going to tell exactly which media to use, and not only that...

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**WE WILL CREATE AS MUCH
OF YOUR PRINT, DIRECT MAIL, RADIO, AND EVEN TELEVISION
MARKETING AS IS HUMANLY POSSIBLE --
RIGHT THERE IN THE SEMINAR, WITH YOU!**

Here is my goal: When you walk out of my Master's Summit after the 3½ days we have planned -- that's right, 3½ days! -- you walk out with a ton of completed advertising (or as close as we can get within reason). Your marketing will be conceptualized, written, designed, spec'ed for typesetting, even fully scripted for radio or TV -- if that's the media you need to use -- and every step of what you need to do next will be mapped out clearly.

This is much more work on my part, and I know I'm going to run my staff ragged. But it must be this way, or I simply won't bother to have the seminar at all. There is nothing that can replace the "hands-on" help you can only get from experienced experts. And I can't imagine anyone being unhappy if they can leave with finished advertising and marketing!

Look, I believe I've learned a few things in my time. And, as I said earlier, I've discovered, living down here in Florida, that if you want to learn how to fish like an expert, without wasting time or effort or money, you need to hire a top-notch fisherman to go out and fish with you. And after you've fished with him for awhile, you will have discovered how to fish for yourself. And only then. You'll know where to go, what equipment to use, what bait to use, how to present that bait to the fish, how to reel the fish in, how to get it in the boat, and so forth. Everything.

**YOU'LL HAVE SKIPPED ALL THOSE TEDIOUS YEARS
OF TRIAL AND ERROR AND EXPENSIVE MISTAKES
AND WASTED TIME AND GAINED A MASTER'S ATTITUDE
AND SKILL IN A VERY SHORT TIME!**

Let me tell you, it's the only way to go. And that's what I intend to do with this Master's Summit. (By the way, I just reeled in five tarpon, a bonefish, 17 dolphin, and a wahoo last weekend.)

Listen: I've gotten some fascinating insights while working with the Jefferson Bootcamps and Jay Abraham. And while I think the lectures are valuable and the "one-on-one" consultations are exciting, I've noticed that a hell of a lot gets done, in less time, when you put a small group of people together in a room and start solving their marketing problems.

You see, while the expert is helping one person, the "non-experts" are having some startling revelations -- about their own business and about the business currently under discussion. I've seen it time and time again: A coin dealer suddenly knows the answer to a doctor's marketing problem. Or, someone who has made a killing in real estate knows how a publisher can immediately

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save a bundle on printing costs. A copywriter knows a list broker who has the info a furniture dealer has been looking for. Contacts and business cards are exchanged; light bulbs go on in people's heads; and the experts are goaded into over-achieving and leading everyone to new worlds of wealth and fame.

I tell you, within minutes, the whole room is alive with synergistic energy and insight. It is impossible to come out of such an "idea blitzkrieg" without soaking up enough inspiration and hard material to last you for several years!

Yeah, yeah, I know, I know -- you're thinking this is too big a job for even the Prince of Print to pull off. The Big Guy has finally bitten off more than he can chew.

Well, tsk tsk, ye of little faith. You see, I have assembled a veritable mob of experts to get this Master's Summit done right. Here are just a few of the heavies I've enlisted (and believe me, this line-up reads like an index of Who's Who in Direct Marketing!):

Joe Sugarman -- Best-selling author of "Success Forces" and the mega-buck genius responsible for revolutionizing consumer print advertising and catalog selling (as publisher of **JS&A**). His "infomercials" are the best on cable TV. And he's an expert at spotting lucrative marketing "windows of opportunity" that you would never find on your own.

Jay Abraham -- The Marketing Wizard himself. He usually charges $2,000 an hour just to chat, and normally gouges clients for up to 50% of profits for any ads he does (which they pay him gladly, of course, since he's worth every penny)! He can literally transform your bottom-line profits in ten minutes!

Eric Weinstein -- In my opinion, Eric is the single most knowledgeable list broker in the country. If you really want your mail campaign to succeed, you can't afford not to call him.

Nancy Jones -- Nancy is one of the few "insiders" in the media business; she knows where you should be running your ads to test and roll out, and how to get your space for a fraction of what everyone else is paying.

Blade Thomas -- Blade was marketing manager for Entrepreneur Magazine, chief executive officer for the Tova Corporation, and currently does all the marketing for the world-famous jewelry firm of Van Pler and Vissané. He is, I believe, the best layout man in the states, as well as being a world-class copywriter.

Frank Kovacs -- Frank is one of those "secret weapons" that the "players" use to hedge their bets when they advertise on TV. He's a one-man production house for designing, staging,

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directing and editing the most perfect direct response commercials you'll ever see.

Leslie and Sam Fishbein -- Wait until you see what these two geniuses have done with their furniture stores -- using the most fascinating advertising I've ever seen to get five times the business their closest competitor can muster...and they're working a city rife with an economic depression! Their advice straight form the trenches can give you an almost unfair advantage.

John Carlton -- This cage-rattler has authored winning packages for the best financial publishers in the world, such as Lee Euler, Howard Ruff, Gary North, and others. You can believe that market is one of the toughest anywhere to crack and the insight you can gain into consumer psychology from a veteran writer like John will put you in a different league of money-making.

Gary Walterscheid -- Gary was instrumental in creating Jay Abraham's first marketing bootcamps and has overseen many "big money" ventures. Ask him about his current project that's taking the "muscle market" by storm...pulling as much as 7% from some lists and showing profit within days of mailing!

Plus -- Actress/model **Becky LeBeau** (who appeared in a full-page spread in the July issue of Playboy and has produced several films now being seen on cable) and actor **Geoffrey Scott** (who starred in Dynasty as the ex-husband of Linda Evans, and many other hot movies and TV shows) will be on hand to tell you how to get models and celebrities to star in your advertising and help you sell.

Now, what are you going to be learning at the Master's Summit? That's a fair question -- and here is just a glance at some of the highlights you'll enjoy. You'll learn:

* **How to write headlines that force people to read your ad! In fact, we'll write at least one devastatingly effective headline for you. Plus, we'll write all the rest of your "critical" copy and set up your perfect "close" paragraph to help cinch sales!**

* How to test your offer, your copy or your product for pennies -- so you can avoid the really dumb (and costly) marketing blunders so many businesses make! Listen: If you learn to test correctly, you'll be ten times ahead of your nearest competitor almost immediately! (Ask Sam Fishbein. While everyone else insisted his ideas were foolish, he tested them anyway -- and made a small fortune!)

* **How to identify, find and qualify that special "core group" of people who will be the best customers you'll ever have!**

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* Five fast, simple steps to formulating your own Unique Selling Proposition (also called your USP). Your USP explains to your customer base who you really are, what you're really offering, and why you're the only one they should be doing business with! (Not knowing your USP is like not knowing your own name -- you're lost without it.)

* **How to ask people who have already bought from you to buy from you again! (If you aren't mining your customer list, you're ignoring the fattest -- and fastest -- profits you'll ever see!)**

* How to find the perfect mailing lists for your direct mail campaigns...and how to test them inexpensively!

* **A "can't-miss" way to tempt cash-rich investors into financing your projects at zero-interest!**

* Why you're already sitting on the best possible "bonus" you could ever offer -- and how to use it to make your sales soar!

* **How to structure a believable, sales-promoting guarantee that removes the risk from your customer and yet does not put you in a bind! (Even some very experienced marketers don't fully understand how to do this without hurting sales or strangling on refunds!)**

* How to get a ton of glowing testimonials from your customers for free -- and what to do with them to generate bigger profits!

* **A truly "no-brainer" (yet usually overlooked) way to bump the amount of your average order by 100% or more... automatically!**

* What the best U.S. newspapers and magazines are to test your product or ad in. What cities are the best test markets if you plan to go national. How to test in small areas or metropolitan markets.

* **How to use 976 "toll" numbers locally and the brand-new 900 numbers nationally to make a fortune...without resorting to sleaze! Plus: How to use a "regular" phone line in your office or home to test marketing ideas cheaply!**

* How to make your Yellow Pages ad jump out and force the reader to call you before they call anyone else!

* **"Insider" techniques that allow you to run ads in newspapers or on TV or radio for no up-front cost -- and you pay only for the results you get!**

* How to slash your advertising costs while boosting your

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results! (You may be shocked at how much good money you're throwing away needlessly. We can change that in 5 minutes!)

* **How to adapt for your own use the 10 amazing direct mail "boilerplate" letters that have brought me and my clients millions of dollars in direct sales! We'll show you exactly how to use them in your business!**

* The secrets of creating newspapers and magazine ads that bring in piles of cash with each new customer! (Not one ad agency in a hundred even has a clue how to do this!)

* **How the experts deal with refunds and complaints -- by turning them into sales!**

Not enough yet? Here's more:

* How to glide through the 11 steps of rolling out your direct mail (once you have a winner) to maximize results and keep problems to a minimum. Ignore this checklist at your own peril! (Whole companies have gone belly-up because of a simple, avoidable error at their letter shop or fulfillment house!)

* **Tips from trouble-shooting experts on how to spot problems that are hurting your business and the triple-step technique they use to solve them fast!**

* How to use my amazing "A-pile/B-pile" strategy to up your direct mail response by as much as 400%! (I've just recently done exactly that with a former client!)

* **How to write your copy so it "talks the talk" your tough-sell customers need to hear before they buy!**

* The anatomy of a successful marketing campaign. Hear how Hall of Famers like Joe Sugarman, Jay Abraham and others took simple ideas and ran them into millions -- by following gameplans that you can easily adopt for your own!

* **How to close your sale like a pro -- in print, over the phone, on the radio, on TV, or in a letter. (If you can't close, you're in no better position to strike it rich than someone with no business at all!)**

* How to use a simple 36-word postcard to bring in $37 for every dime you spend!

* **The secret strategy of classified ads that pull in millions!**

* Why your "back end" may be 1,000 times more profitable than your initial sale...and what to do to take advantage of it now!

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Hey, I'm not kidding around here. If your current advertising is pulling down "good" results now, we'll show you how to make it pull fabulous results! If your current stuff is dull and lifeless, we'll replace it with a fire-breathing monster that breeds cash. If you haven't got any advertising, we'll help you create the most effective campaign you could ever hope for, worth a fortune in new income for you! Your needs will dictate the work we do:

* We'll even write telemarketing scripts for your phone salespeople!

* We'll write your radio and TV scripts if needed -- on the spot -- as well as set up appointments for you with the best video and tape men in the U.S.!

* We'll arrange to typeset your print ads and type up your sales letters so that they're completely camera-ready!

* And...we'll connect you with models, celebrities and stars if you like to put just the right "oomph" in your message!

What!?! You need even more enticement? Oh, you glutton, you. Okay, then, listen to this: When you leave this Master's Summit, you'd better have an extra suitcase handy because I am going to load you down with a ton of valuable material. You'll receive:

1. **A COMPLETE SET OF THE RECORDED TAPES OF THE MASTER'S SUMMIT.** I've hired the best sound man in Los Angeles to record everything and I fully expect to be selling these blockbuster sets for stacks of silver down the road. But you get them free. (Value: $495+)

2. **VOLUMES ONE, TWO AND THREE OF "THE COLLECTED HALBERT LETTERS"** which contain every newsletter I have written since I first launched the Gary Halbert Letter in 1986. (Value: $617.50)

3. **A FRESH COPY OF MY BEST-SELLING BOOK "HOW TO MAKE MAXIMUM MONEY IN MINIMUM TIME"** -- probably the most talked-about and popular thing I've ever written. (Value: $39.95)

4. **A HIGHLIGHT VIDEO OF MY MOST EXCITING LECTURES ON "HOW TO SUCCEED IN DIRECT MAIL"** from the Jefferson Bootcamps and elsewhere. (Value: $99)

5. **A COMPLETE SET OF TAPES FROM THE NOTORIOUS "KILLER ADVERTISING" SEMINAR** we put on in 1987 -- which includes four volumes of transcripts and headlines and ad samples. (Value: $295)

6. **YOUR VERY OWN "MILLION DOLLAR ROLODEX"** -- already filled with some of the most valuable contacts in the marketing world. You'll have the address and phone number of

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copywriters, list brokers, typesetters, lettershops, printers and more...all of them "no baloney" people who truly make the industry shake and rattle and who honestly understand the rewards of doing their jobs right!

And finally, you are going to get something I never dreamed I would offer...

7. **AN OPEN INVITATION TO CALL ME OR MY STAFF FOR FOLLOW-UP MARKETING HELP** on the projects we help you create...for a full 45-days after the Summit ends!

I've even gone so far as to install a special red phone in my office with a private number that only you and other attendees will have!

I've carefully considered my liability in offering this phone invitation to you and here is why I feel compelled to add the 45-day caveat: First of all, there's a good chance we won't be available for longer than that. And I don't want to hear about someone calling only to find out we're all 60 feet underwater diving for lobster in the Bahamas.

And secondly, I simply have no interest whatsoever in working with, teaching or even relating to people who are mere dreamers. I only get excited in the company of players. And when you walk out of my Master's Summit, you should be geared up and ready to put your new marketing to work within the first few weeks...or else something is seriously amiss.

After all, the whole idea of this "Everything I Have" offer is to give you an INSTANT improvement in sales volume and bottom-line cash flow. Forty-five days should be more than enough to get your "new and improved" show on the road. Or else I simply do not want to hear about it. Deal?

Look, I'm as serious as I've ever been about something. I'm not going to hold anything back at this little soiree. And let me tell you something else: There will be NO teacher at my Master's Summit who is a "consultant" or professional lecturer. The entire staff I am gathering are doers -- folks who are in the trenches every day, risking their own money on what they preach, making their fortunes by proving themselves -- rather than theorizing about the way things "should be."

There will be no has-beens.

No wanna-bes.

And, by God, there certainly won't be any professorial types!

Yea, verily, if you value the possibilities of great advertising for your business, then you're going to be in hog-

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heaven when you arrive at my Master's Summit. This is where we separate the "players" from the "phonies."

THAT'S THE GOOD NEWS.
NOW FOR THE "NOT-SO-GOOD" NEWS.

This seminar is not going to be cheap. The experts I've assembled are some of the greediest people in the world (as I hope you are or aspire to be). I've had to move sky and earth to lure them to Los Angeles for the 3½ days we've scheduled; and my other expenses are skyrocketing even as you read this. (It costs more than you could ever imagine to lure people like Geoffrey Scott, Becky LeBeau, Joe Sugarman and Jay Abraham to an intense seminar like this!)

So I don't want to hear any moans when I quote you the price for this party. What I'm charging you is still a fraction of the cost you would incur to hire even one or two of these Monsters of Marketing on your own.

And value? Listen: I have one client in Arizona who has paid me, to date, $1.2 million for a single ad I wrote for him! Another client in Las Vegas has paid me a total of $2.5 million for the meager work I've given them. Jay Abraham received $860,000 from Howard Ruff just for his advice! You normally can't even get Joe Sugarman's ear for less than a small fortune. And, like I said, even if I was still taking on clients (which I ain't), you'd have to shell out $15,000 plus 5% of gross to put me on your team.

Bottom line: You'll have to pay $6,250 to gain entrance to the Master's Summit, and you must pay $950 now to reserve your space. You'll have to come to Los Angeles and you'll have to pop for your expenses while you're here. And by necessity, you'll have to reserve your spot right away. I cannot allow any last-minute sign-ups, since there isn't room for a lot of people -- you'll be among the most select company in the country for 3½ days -- and we have an enormous amount of preparation to do on your business before the Summit begins. We need to get started right away with phone calls to you and other relevant research.

Imagine...trapped in a luxury L.A. hotel for half a week with a frenetic mob of marketing geniuses, all fussing over the eminent success of you and your business!

You know, I almost wish I wasn't sponsoring this, so I could come myself!

Anyway, there you have it. I expect the response to this announcement to be overwhelming. And I have to tell you, quite candidly, that this is so much work and I have put so much time and grief into it that I cannot say with certainty that I will ever do another one.

This may be a one-of-a-kind blowout

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that will scorch a path of wealth and fame for a lucky few and then never be seen again!

Make no mistake -- I want very much to be known as the man who put on the best and most complete marketing seminar in history. But I have a suspicion it may be like a high school prom: a lot of trouble and preparation, a lot of fun and romance, fabulous memories, and yet very little desire to go through it again soon.

SO HERE'S WHAT YOU DO NOW:

Call Lissa at my office (213-273-7053) and tell her you want to attend. Or mail the enclosed reply form. We aren't going to fool with payment plans -- we need a check or credit card number for $950 right away to hold your spot and the rest is due at least 10 days before you enter the door. And let's be straight about this -- if you can't part with that kind of money without breaking into a sweaty panic, then I suggest you pass on the offer. I'm serious when I say I only want players to take me up on this, and I don't want anyone to mortgage Grandma's farm in order to afford it.

The dates are October 11 through October 14 and the place is the Century Plaza Hotel and Tower in Los Angeles. Lissa will give you tips on securing your room in the hotel.

And don't worry about any guarantees. If you aren't absolutely blown away by the end of the first session, then I want you to have your $6,250 back -- no hard feelings, no regrets. But, personally, I don't believe there's a snowball's chance in hell of that happening. All told, we have a combined total of about 290 years worth of experience in helping people make piles of money.

This is going to be the most fun, the most exciting, and the most profitable 3½ days of your life.

I hope you can make it.

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. For reasons I want to keep secret for now, I've asked Lissa to give me the names and numbers of the first 20 people who sign up so I can talk to them personally.

P.P.S. You can bring one other person FREE so, when you call, tell Lissa if you plan to bring along a guest -- space is tight and we need to keep a handle on the number coming.

HOW TO RESERVE YOUR SPOT AT GARY HALBERT'S MASTER'S SUMMIT!

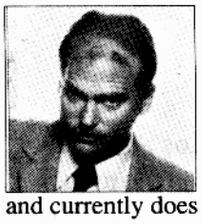
WHEN: 7 P.M. WEDNESDAY OCTOBER 11, 1989 TO
10 P.M. SATURDAY OCTOBER 14, 1989
WHERE: CENTURY PLAZA HOTEL AND TOWER, LOS ANGELES, CALIFORNIA

Just imagine being trapped for 3-1/2 days in a luxury Los Angeles hotel with a veritable *mob* of Marketing All-Stars helping you create *finished* world-class advertising that you can use *immediately* to blow your bottom-line profits right through the roof! You'll learn *everything* that Gary and his expert staff have to share on direct mail (from writing to roll-out)...print advertising (including newspaper and magazine display, classified and even Yellow Pages)...radio/TV (from 30-second spots to hour-long "infomercials")...plus "insider" tips (and phone numbers!) on getting the hottest mailing lists, the best media placement, the most helpful advice, and the best prices for printing, production, filming, recording and celebrity help.

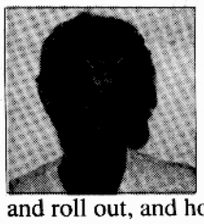
PLUS — You will come home with *all* the advertising you need (as finished as humanly possible) for your most successful campaign ever: full-page newspaper ads (and the insertion orders for the best place to run them)... long-copy direct mail letters (and the perfect lists to mail them to)...even fully-scripted radio spots or television commercials if you need them (with full-length recordings or "video drafts" shot by a professional director!) and more!

Here are some of the "heavies" who will be *creating your advertising with you* at this Master's Summit:

GARY HALBERT — No longer taking on new clients (even at his old non-negotiable fee of $15,000 plus 5% of gross!), Gary is now free to reveal to you *all* of the powerful secrets he's used over his 22-year career to reel in millions and millions of dollars through newspaper, television, radio and direct mail advertising! Do you *really* need an introduction for this amazing marketing genius?



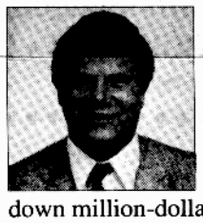
BLADE THOMAS — Blade was marketing manager for Entrepreneur Magazine, chief executive officer for the Tova Corporation, and currently does all the marketing for the world-famous jewelry firm of Van Pler and Vissane. He is, Gary believes, the best layout man in the states, as well as being a world-class copywriter.



NANCY JONES — Nancy is one of the few "insiders" in the media business; she knows where you should be running your ads to test and roll out, and how to get your space for a fraction of what everyone else is paying.

GARY WALTERSCHEID — Gary was instrumental in creating Jay Abraham's first Marketing Boot Camps and has overseen many "big money" ventures. Ask him about his current project that's taking the bodybuilding market by storm . . . pulling as much as 7.5% from some lists and showing profit within *days* of mailing!

JAY ABRAHAM — The Marketing Wizard himself. He usually charges $2,000 an hour just to chat, and he normally gouges clients for up to 50% of profits for any ads he does (which they pay him gladly, of course—he's worth every penny)! He can literally transform your bottom-line profits in *ten minutes!*

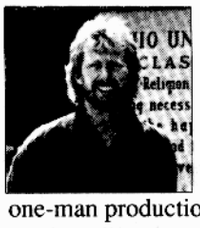


ERIC WEINSTEIN — In Gary's opinion, Eric is the single most knowledgeable list broker in the country—responsible for hunting down million-dollar markets most brokers miss. If you really want your mail campaign to succeed, you can't afford *not* to know him!

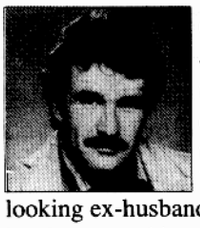
SAM and LESLIE FISHBEIN — These two geniuses have used the most fascinating advertising ever seen to get 5 times the business their closest competitor can muster... and they're working a city rife with an economic depression! Sam and Leslie will give you an almost unfair advantage with advice straight from the trenches.

JOHN CARLTON — John has authored winning packages for the best financial publishers in the world. You can believe *that* market is one of the toughest anywhere to crack and the insight you can gain into consumer psychology from a veteran writer like John will put you in a different league of money-making!

JOE SUGARMAN — You've seen Joe's ads in nearly every in-flight magazine published, and his unique infomercials are considered the best ever produced on cable TV. He's the publisher of the ground-breaking **JS&A** catalog, author of the best-seller, "Success Forces," and probably the most sought-after "Marketing Doctor" in the U.S. Stand back when he starts to infuse your ads with new power!



FRANK KOVACS — Frank is one of those "secret weapons" that the players use to hedge their bets when they advertise on TV. He's a one-man production house for designing, staging, directing and editing the most perfect direct response commercials you'll ever see.



GEOFFREY SCOTT — Geoff really understands the role of a celebrity in advertising. He starred in Dynasty as the good-looking ex-husband of Linda Evans, and he also starred in many other major movies and TV shows (including Dallas, The Love Boat, Fantasy Island, and Night Court.)

BECKY LeBEAU — Becky knows the modelling industry inside and out. She has completed production on several films for cable TV and recently appeared as a feature model in a full-page spread in the July issue of **Playboy.**

Don't Delay! Call Right Now To Make Your Reservation!
Call **(213) 273-7053** and ask for Lissa.

TURN PAGE FOR MORE AMAZING DETAILS...

GARY'S GENEROUS GUARANTEE

Dear Friend,

I've certainly stuck my neck out this time, putting on the biggest marketing seminar extravaganza ever – and promising to create finished blockbuster ads with you! But the onus is on me. If you sign up for this party, and you aren't convinced by the end of the first day that this Master's Summit is everything (and more!) you expected, then I've instructed Paulette to issue you a refund check on the spot for every cent you paid of the attendance fee.

You can leave in honor, and we'll still be friends. In fact, I'll even let you keep a few of the expensive goodies we'll be handing out! But to tell the truth, I don't believe there is a snowball's chance in hell that you'll even consider a refund. I've waited my whole life to see an all-out marketing super-workshop like this, and since I've realized I'm the only man on the planet with the "cajones" to pull it off, I intend to pour myself into its success like nothing I've ever done before! Even so, you have my personal guarantee of satisfaction.

Gary

Gary C. Halbert

After You Sign Up...

Here's what we want (*after* you sign up) from you so we can be *absolutely prepared* to give you the fullest attention possible during the Summit. Please follow these instructions carefully:

1. Send us a sample of all your current advertising.
2. Send us a sample of your product, or a detailed description of your service if you are a professional (physician, attorney, plumber, consultant, etc.).
3. Be prepared to spend at least an hour (or more) on the phone with one of us, so we can clarify your results from current marketing, plus any special details we need to know about your business and its needs.

If you have *any* question (no matter how silly you think it is!) about what to send, **DO NOT HESITATE TO CALL MY OFFICE RIGHT AWAY!** I want to be certain that, by the time you finally arrive at my Master's Summit, both you and my staff will be so amazingly prepared to create earth-shaking ads that we can't help but succeed!

TO RESERVE YOUR SPOT RIGHT AWAY...

Call Lissa at my office:

213-273-7053

9 A.M. to 5 P.M. West Coast Time and use your credit card!

Fill out and mail this form immediately to:

Everett & Lloyd • 9000 Sunset Blvd., Suite 603 • Los Angeles, CA 90069

Dear Gary,

☐ **YES!** I dearly want to attend your 3-1/2 day Master's Summit (Oct. 11-14 in Los Angeles) and learn *everything* you have to share on marketing, copy, layout, scripts, product enhancement and positioning, celebrity pitches, direct mail and all the rest! I understand that you and your army of experts will actually *create with me* (as much as humanly possible) all the advertising I need to get my business on the road to wealth beyond the dreams of avarice!

☐ **Enclosed is $950 to reserve my space**, and I will pay the remainder of my attendance fee (total fee = $6,250) at least ten (10) days before the start of the Summit. If I'm not completely and utterly certain by the end of the first day that I'm going to get all I expected from the Summit, then I understand I can receive a prompt refund of my attendance fee as I leave. No hard feelings, and we'll still be friends!

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Business Phone (very important) (_____) _____

Home Phone (optional) (_____) _____

☐ Enclosed is my check, payable to Everett & Lloyd, for $950 to reserve my space at the Summit.

☐ I prefer to pay with my credit card: ☐ Visa ☐ MasterCard ☐ American Express

Card # _____ Expires _____

Signature _____

☐ I understand that I am responsible for my own hotel, food and travel costs. However, if I need assistance in finding a hotel room or information on airline flights to LAX or other airports, I can simply call Lissa at **(213) 273-7053.** (The number for the Century Plaza Hotel and Tower is 213/277-2000.)

P.S. Don't forget to read the enclosed "Pink Sheet"!

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Marathon, Florida
Tuesday, 11:07 A.M.
September 12, 1989

Dear Friend & Subscriber,

As I believe you already know, I now live full-time here in Marathon, Florida.

Marathon, Florida? "Where in the world is that?" I am asked several times a month. Well my friend, Marathon is right in the heart of the Florida Keys. The Florida Keys are some 350 to 450 islands that are scattered in the Gulf of Mexico and the Atlantic Ocean. Perhaps 34 or 40 of those islands are connected by a very dangerous highway (US1) that runs south-southwest from Miami to Key West.

It's different here in the Keys. In many ways it's more like a foreign country than part of the U.S. The native inhabitants here are called "Conchs" (pronounced "konks") after the beautiful conch seashell that is indigenous to this area. Informally, we who live here think of ourselves are living in the "Conch Republic."

A bit of history: The Keys thrive on tourism and, in 1980, the flow of tourists was grossly interrupted by the Drug Enforcement Agency because they had set up a road block and were searching all the automobiles coming down US1. Many people took exception to this and the tourist trade was getting quite meager. So, in April of 1982, the "Conch Republic" decided to declare war on the U.S. All the "Conchs" massed in Key West, fired one shot and then...

WE IMMEDIATELY SURRENDERED AND APPLIED FOR ONE BILLION DOLLARS IN AID!

I am not making this up. It really happened and it is taught in the history books down here. We didn't get the billion in aid, of course, but we did made our point to the governor of Florida and the DEA removed the roadblock and now, every April, we have a big get-together in Key West whereupon we celebrate our independence.

C'mon down.

In many ways, I really miss California. Nowhere are there prettier ladies or more intelligent, creative people. I <u>especially</u> miss the Californian's great sense of humor. And their hustle. And their savvy. And their <u>flair</u>. But the

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ocean in California is always cold, there is too much crime, too many gangs, too much traffic and too much pollution.

And so, I live here in the sunny Florida Keys where the ocean environment is as good as it gets anywhere in the U.S.

But I worry. I worry I might go brain dead.

You see, Florida, for all its wonderfulness, has the dumbest business people I've ever encountered. And the dumbest of the dumb are those people who sell real estate. Let me re-phrase that. "Sell" is not the right word because these people don't sell. Maybe I should just refer to them as people who work in real estate offices.

No, that doesn't sound right either. It's the word "work" that doesn't seem to fit. Perhaps the best way to refer to these idiots is people who "loiter" in what are supposed to be real estate offices.

Listen to this: I found an island I wanted to buy. It's about 1/2 mile off-shore from Marathon and it has a great main house and a smaller guest house. The place has been on the market for a long, long time and the asking price was approaching $1 million. I made the owner (a New Jersey doctor) a generous offer and, as evidence of my sincerity, I included my cashier's check in the amount of $50,000.00.

He accepted my offer. He wanted to sell. I wanted to buy.

But guess what? The real estate agent was so indifferent (often almost downright surly) and he delayed this deal so long that finally Paulette and I became thoroughly disgusted and backed out of the deal.

Can you imagine that? One guy wants to sell, the other wants to buy, the "deal" is acceptable to both, a $50,000.00 cashier's check has been tendered and yet, the real estate agent is so pathetic that...

HE QUEERS THE DEAL IN SPITE OF ALL THIS!

More: I'm also interested in Key West real estate. There are about 10,000 individual homes in Key West and, at any given time, about 2,000 of them are for sale. There is a moratorium on building (no more houses can be built) and Key West gets about 2,000,000 tourists a year.

You know, I actually believe that, if I really put my mind to it, I could sell all 2,000 homes on the market in less than six months. I'm not kidding. I've worked out a can't-fail method of selling Key West real estate that would sell those houses faster than the dummies down here could write the contracts.

But I'll probably never do it because I'm not much interested in real estate

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and too busy otherwise with my newsletter and other work. And for sure nothing like this will be done by Key West realtors because...

MOST OF THEM ARE TOO STUPID
TO EVEN ASK FOR YOUR NAME AND PHONE NUMBER
WHEN YOU WALK IN THEIR OFFICES!

God help them if some sharp California realtor ever finds out about the situation in Key West!

But wait! This is supposed to be a marketing newsletter and you don't see yet what this has to do with marketing, do you? Keep the faith. It does relate and I'll get to it in a minute.

But first, a word about William Schockley. He's dead, you know. He just died a week or so ago. What's that? You say you don't know anything about somebody named William Schockley? Dead or alive?

Hark unto me. Listen: William Schockley was a Nobel prize-winning scientist who co-invented the transistor. However, his Nobel Prize and other achievements were overshadowed by an outcry that he was a racist pig. The reason he got this rep is because, after long and exhaustive research, he concluded that black people have less intelligence than white people.

Well, when confronted with charges of racism, Schockley said it wasn't so and that he was a scientist and he was only accurately reporting the results of his studies. Then, of course, he got even more flack based on the idea that it wasn't fair to give blacks the same IQ tests that are given to white people.

And, of course, we all know about the mess of trouble Jimmy the Greek bought for himself with his comments about how blacks are athletically superior to white folks.

Now I've been wondering...what would you think about someone who would dare make the observation that...taken as a group, black people are intellectually inferior and athletically superior to caucasians?

Hey, I bet you'd get very judgmental about whomever said such a thing and you would know instantly that he was some neo-Nazi type hung up on "white superiority," wouldn't you?

But wait! What if that same person said this...

TAKEN AS A GROUP,
CAUCASIANS ARE INTELLECTUALLY INFERIOR
AND ATHLETICALLY SUPERIOR
TO JAPANESE PEOPLE?

You know what? Maybe this person isn't a racist after all. Maybe he or she

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is just trying to be objective about the world in which we live.

And that's hard. Very hard. You see, whenever any of us are confronted with a fact that is in opposition to our view of the world, we immediately try to alter that fact, discredit that fact, and ignore that fact.

Which, in marketing, is fatal!

You must understand those to whom you would sell. This is the only way you can ever hope to develop "on target" appeals. And, however hard it is for you, you must endeavor...

TO ACCEPT FACTS
EVEN IF THOSE FACTS SUCK
AS FAR AS YOU ARE CONCERNED!

Hey, being white, it's not awfully hard for me to accept the idea of blacks being intellectually inferior. Gosh, in my heart of hearts, I knew it all the time. But this business of the Japanese people being smarter than caucasians...all I can say is:

THEY MUST HAVE SCREWED UP SOMEHOW
AND GAVE THOSE JAPANESE PEOPLE
SOME KIND OF IQ TEST
THAT IS EASIER THAN THE ONES
WE CAUCASIANS TAKE HERE IN THE U.S.!

Right? Right.

Look, if you study any defined group of people -- whites, blacks, Japanese, carpenters, Florida real estate agents, lawyers, Indian chiefs or whatever -- you will find there are huge differences from one group to another and the best way for you to make those differences palatable to you is to profit from them.

To make a first-rate marketing person, you must endeavor to see the world (and all the millions of sub-groups in the world) as it is and not how you wish it was. This is very hard. Most of us are damn near welded to our pre-conceived notions.

For example, I was born in West Virginia (Parkersburg) and I've always had this idea that the folks in my birth state were, as a group, some of the toughest shrewdest people anywhere. But the facts tell me different. According to current research, the people of West Virginia are just about the most physically pathetic and illiterate to be found anywhere in this country. Not only that, but on a per capita basis, West Virginians are the fattest people in the U.S.

Want to read some pure fiction? Ask any publication in America to send you info on the profile of their average reader. What you'll find is that all their

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readers are remarkably well-educated, have much higher than average incomes, spend their money like crazy and are sitting ducks for your offer if you would only advertise in their glorious rag.

Sure.

Want to read some more fiction? Get some list cards from your list broker and read the info on the card that tells all about the people on the list. Basically, what you'll learn is that the people on <u>this</u> list are <u>hungry</u>. In fact, they are <u>starving</u>. They, too, have way-above-average incomes and they are standing by their mailboxes virtually salivating with credit card or checkbook in hand, twitching and shaking, jumping up and down with anticipation while waiting for your offer.

Sure.

This stuff gets kind of funny. In the current (9/1/89) issue of DM NEWS, there is a full-page ad on page 12 giving info on the PLAYBOY magazine subscription list. The median age of a person on the list is 36 and the average household income of its readers is $52,480. And the sex breakdown?

70% Male
13% Female

I swear that's what it says! Hmn? Since 70 + 13 only equals 83, I wonder about the sex of those other 17%. What could they be?

Androids?

Say, speaking of DM NEWS, there is a <u>really good</u> ad on page 43.

OK, where else can we get some good fiction? That's easy. Just ask any business owner in America to describe his customers and soon, if you listen carefully, you will realize you are conversing with one massively deluded person. One of the most common (and infuriating) comments I hear all the time is, "But my customers are different. They just won't go for this kind of promotion. They're too sophisticated. Too intelligent. Your suggestions, Gary, are fine for somebody else. But not for me. What you want me to do would ruin my image."

Yeah, yeah. Right. Forgive me for being so silly. How ridiculous of me not to notice that your customers really <u>are</u> different. You know, I bet they don't have to go to the bathroom like regular people. And I realize, now that I think about it, that none of your customers would <u>ever</u> read the National Enquirer. And please...forgive me for even daring to suggest they would respond to a promotion based on a free drawing for a truly <u>tacky</u> prize like $1,000 in cash or a free trip to Hawaii.

Gosh, what was I thinking of anyway?

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I'm getting off the point. What I'm trying to get across here is that there really are marked and profound differences between different groups of people and...

THANK GOD THERE ARE!

Because if there weren't, how would we know how to appeal to them?

Let's bring this closer to home. Most who read this letter are business people or else keenly interested in working with business people. So...let's take business people as a group. What, as a group, do they have in common? Many good things. They are ambitious. They are courageous and willing to take risks. They are hard-working and so on.

Perhaps, however, for the purpose of this letter, it would be more useful for me to illuminate some typical marketing blunders that are made over and over by business people. What I'm saying is, that if you take a cross-section of U.S. business people selected at random, I guarantee you that a sizable portion of them will be making many (if not all) of the following blunders:

Blunder #1:

DOING NOTHING TO PROMOTE HIS BUSINESS OTHER THAN PUTTING AN "OPEN" SIGN IN THE WINDOW!

The most common mistake of all. Most retail businesses rise or fall based on the local economy and whether or not their product is "in fashion" at the time. A guy opens a bicycle store. Three years later he's closed. "For awhile, it was good," he says, "but then a couple of factories started laying off and the economy went to hell and so did my business."

Poor baby. And all this time he never even so much as sent a postcard to promote his business.

Sound like anyone you know? It reminds me -- God rest his soul -- of my father. My dad never took responsibility for his lot in life. When times were bad, it was always somebody else's fault. Mainly the big corporations in the U.S. Or the Republicans.

It's so sad. So pathetic.

Blunder #2:

FAILING TO OBTAIN THE NAME, ADDRESS AND OTHER INFO OF EVERY PERSON WHO WANDERS INTO HIS PLACE OF BUSINESS!

I don't care that I've said this before. I'll say it again and again. I intend to hammer it home until you get it. Damn it, those names and addresses are

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"money seeds" that you can plant, nurture and harvest into a big-time bank account. GET THOSE NAMES! GET THOSE NAMES! GET THOSE NAMES!

Blunder #3:

NOT MAILING AT LEAST ONE "DOLLAR BILL LETTER" TO ALL HIS CUSTOMERS AT LEAST ONCE A YEAR!

I practice what I preach. You recently got a $1.00 letter from me, didn't you? What's that? You say mailing dollar bills is too expensive for you?

Oh yeah? Well, would you be interested to know that out of fewer than 7,000 one-dollar bills I mailed last month, I've taken in over $300,000.00!

Gee, it doesn't sound so expensive when you look at it that way, does it?

Blunder #4:

SPENDING A FORTUNE ON ADVERTISING IN ORDER TO GET A WOULD-BE CUSTOMER STANDING IN FRONT OF A MINIMUM-WAGE IDIOT WHO SIMPLY DOESN'T GIVE A DAMN!

The TV spots whet your appetite. The newspaper ads convince you to buy. You stuff your wallet, jump in your car and you hurry on down to where the item is for sale and...and...and...and you stand around wondering if you're invisible while three or four indifferent sales clerks gossip about their boyfriends!

Monitor your salespeople! Have a friend call in response to your ad and record the conversation. Have that same friend "shop" your business in person and report back to you.

Punish indifference. Reward enthusiasm.

Blunder #5:

BEING TOO BUSY WITH OTHER "IMPORTANT" STUFF TO SEEK OUT PEOPLE WHO CAN NOURISH YOUR MIND!

Read books. Go to seminars. Listen to tapes. Seek out and befriend stimulating people. Answer lots of ads. Stop worrying about being a "sucker" for a good sales pitch. Be one happily. Buy stuff you don't need just because it was pitched well (Paul Harvey could sell me damn near anything) and then see if some of that "sales magic" doesn't rub off on you. Stop worrying about your image. Try and remember..."We are not the giant of our dreams nor the dwarf of our fears"...mostly, we're just walking, talking, ordinary people that others seldom notice because they're so wrapped up in themselves.

So go for it.

Stretch a little.

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You know, it occurs to me that now everybody's wondering what I think about the relative IQs of blacks, white and Japanese. Well actually, I believe that, genetically, we're all about the same but that the "nurturing pattern" of these three groups is very, very different and leads to (usually) a very different "end product."

It may surprise you to learn that one of my all-time most cherished heroes is Oprah Winfrey. Just think of the strikes against her and what she's overcome. She was fat, black and female. But look at her now -- totally successful, thin, articulate, charismatic and an excellent role model for everyone. And I love her quote: "Excellence is the best answer to racism!"

She's right. And you know what else? I believe there are many "hidden heroines" among the black females in this country. Women who hang in there and do the best they can for themselves and their families in spite of overwhelming obstacles.

On the other hand, taken as a group, young black men (ages 18-25) are a national disgrace. We are rapidly approaching the point where most of them -- not a few bad apples but most of them -- are unemployed, on drugs or in jail. Or some combination thereof. And you know, although I realize we desperately need more opportunities for minorities in this nation, it still doesn't wash with me that this is all the fault of "society."

And now that I'm on my soapbox, let me tell you something else. The U.S. is rapidly becoming a huge "felon farm" and the main reason is...we are "growing" millions of young people who simply cannot read or write. You know, a person shouldn't get out of prison just because he's been "warehoused" for period of time. No...he should be made to learn and earn his way out.

Aw, nuts. Nobody wants to hear this stuff so I'll cut it short and I'll be back next month with a special newsletter that ought to stuff your pockets with loot beyond all dreams of avarice! See you then.

Sincerely,

Gary C. Halbert

Gary Halbert
"A part-time windbag"

P.S. I heard on the radio today that if a high-school diploma was necessary in order to "qualify" for a prison cell, our prisons would be nearly empty!

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Seat 4A, Delta Flight #172
Tuesday, 10:53 A.M. (L.A. time)
October 17, 1989

Dear Friend & Subscriber,

I'm 37,000 feet up, somewhere over America with my red-headed sweetie (Paulette) dead-asleep on the seat beside me.

I'm both exhausted and exhilarated. My Master Marketer's Summit Meeting was an enormous success and some people are now calling it the...

SEMINAR OF THE CENTURY!

It was unique and I doubt if it can ever be repeated. I've never worked so hard in my life and neither did the other marketing experts who came to L.A. to help me. Eric Weinstein, Joe Sugarman, Nancy Jones and all the rest of us gave everything we had. It was like having 100 idea-sucking IV's hooked up to our brains and having every bit of expertise vacuumed out of our heads until, finally, the attendees had everything we had to give.

Don't worry. I'm not going to continue to babble on right now about the seminar. For one thing, it'll take me a while to sort it all out. And, for another...

WE GOT IT ALL ON TAPE!

Yahoo!

So anyway, back to current business. As I wrote you a few days ago (Oct. 11), this issue is coming in two parts. Now, if you've done your homework, you've already received and devoured part one wherein I sent you a copy of a new promotion created by me and John Carlton.

First, some history: The idea for this promotion was originally developed for Lee Euler who publishes the

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newsletters "Predictions" and "Tax Avoidance Digest." Lee allowed as how the concept may have had some marketing merit but, at the time, he decided he didn't want to go with it. He did, however, pay me for my work, even though he didn't use it.

Then, by some Machiavellian machination, Jay Abraham ended up as the owner of this concept. Then, Jay decides he wants something from me (I forgot what), and he trades me back my own idea for whatever it was he wanted from me.

So next, I present the "idea" of this promo to Howard Ruff who, from a marketing point of view, considers it pure dynamite. However, since the lurid scenarios described in this mailing piece are inconsistent with his investment ideas, he also declined to go with this somewhat controversial piece of direct mail magic. So, John Carlton and I wrote another letter for him which is now the "control" piece for the Ruff Times and which Howard is currently mailing out to the tune of hundreds of thousands of pieces.

So, there I was with what I thought was a terrific concept for a mailing and I can't seem to peddle it. So I get to thinking to myself, "Hey Gary. Since you are the one who really believes in this piece, why don't you create a product to go with it and mail this thing yourself?"

So I did. Do you remember the advice I laid out in issue #16 (dated 12/5/87) where I said the best product in the world is a hard-hitting, fast-reading informative report? You do remember? Great! Well -- I took my own advice and John C. and I created such a report called the "Crime Connection." We also collaborated on the final version of the mailing piece. Basically, the way we worked was, I would dictate the concept and ideas into a tape recorder and John would flesh out my remarks and do the actual research and writing of the first draft and later I would help with the editing and polishing chores.

Now, let's analyze this mailing and see if we can't find out what makes it tick and how you can use these same insights to create successful mailings of your own. First, this entire mailing is based on...

A BIG IDEA!

The big idea being (and I truly believe this) that what cash-rich billionaire drug dealers are doing (and going to

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do) with their money will have a direct and dramatic effect on the performance of any number of investment options.

Secondly, this is a "formula mailing."

Listen up. Most good advertising is "written to formula" and, once you get a good formula, you can use it over and over on all kinds of different mailings to sell all kinds of different products. Several years ago, a savvy marketing man named Pat Garrard came up with the brilliant "Upcoming Predictions" formula that has been used by dozens of different hard-money newsletter publishers to get new subscribers. Usually, the way it's used is, on the outside of the envelope, (not my style), they put teaser copy that says that in the letter enclosed you can read about 15 or 25 or however many predictions that certain experts believe are going to come true in the next 12 months.

Gary Beneivenga has worked this formula particularly well as have a number of other top copywriters like Steve Barwick and Craig Huey (and, of course, John Carlton).

Anyway, I wanted to come up with a little bit of a new twist and consequently, I developed my "Bribe Idea" to be used with the "predictions formula." Now look, I'm sure this idea did not originate with me, but I do think that I am the one (so far) who has stretched it to its utmost limits. With this formula, what you do is, you dramatize bribe after bribe (all ethical bribes, of course) to induce your readers to buy your product or service. And, an integral part of this formula is that...

THE READER GETS TO KEEP THE BRIBES
(OR IN THIS CASE, ONE BIG BRIBE)
IF HE WANTS A REFUND ON THAT WHICH
YOU ACTUALLY SOLD HIM!

OK, since you have (presumably) read the "Crime Connection" letter I sent you, you already should be able to recognize it as an example of the "ETHICAL BRIBE" plus the "prediction formula" genre. Now, let us examine this winning mailing in minute detail and see what makes it tick.

First, the envelope: Hey, you already know I wouldn't use anything but an A-pile envelope, right? No "teaser" copy. No bulk rate indicia. No label, etc. Now, take a look at what's called the "corner card." (NOTE: the corner card is what most people would refer to as the sender's name and return address which is nearly always found in the upper left hand corner of the carrier envelope. As you can see,

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this letter is from...

EVERETT & LLOYD, INCORPORATED

"Hum? Who's that? A law firm? A securities firm? Some kind of audit firm? I guess I'd better open it and find out."

Which is precisely the point. Since the people who got this letter didn't know any Everett & Lloyd, Inc. they had to open the envelope to find out what this was about. Notice also, this would not have been true if the envelope said...

EVERETT & LLOYD BOOKS

OK? OK. And underneath the name was our street address including our suite number. Don't you ever even think about using a P.O. Box as your return address!

At least not if you want maximum replies.

Now, notice the person's address to whom we are writing. Look, even though the address was not typed, at least it was impressed directly onto the envelope so as to look as though it could've been typed. See the postage stamp? Let me tell you something: I used to work for Pitney Bowes and part of the pitch to sell postage meters is that a metered indicia gives a more professional appearance.

Don't meter your mail!

Metered mail can be mistaken for bulk rate mail and thus is in danger of being thrown away!

Either by a postal employee or by the person who receives it.

So anyway, this is a first-class mailing that looks like a first-class mailing which means most of the letters were probably not discarded by the Post Office or went unopened by the recipient. This means...

WE HAVE ALREADY OVERCOME TWO MAJOR HURDLES MOST MAILERS NEVER EVEN THINK ABOUT!

OK, so now we've got our prospect to open the envelope, what does he see when he gets inside? First, he sees what appears to be a typed letter with a startling headline

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painted at the top of the first page. And, what a headline it is!

How You Can Profit From the Coming Stock Market Crash and Financial Bloodbath That Is Going to Be Caused By Cash-Rich Drug Dealers and Other Criminal Scum!

Oh Lordy, what a joy it is for me and Johnny C. to be released from the bondage of "image conscious" clients who would have tried to castrate this entire letter, beginning with the word...

SCUM!

"That word is too harsh," they'd say, "change it to something like "undesirable criminal elements," they'd say, or "Underworld Figures."

And so on. And, by the time he was finished, the client, if we would let him, (we wouldn't) would've "softened" this promotion until it was boring, vapid and bland.

Don't you do that! Make sure you use words that grab! Words that keep people awake! Like...

SCUM, ROTTEN, SLIME,
HUMAN PIT BULL, MAD DOG, etc.

Those words are fun to write, fun to read and, if appropriate, keep your reader interested so your letter has a chance to tug at his purse strings.

And what does the reader of the letter under discussion read next? After the headline?

Probably the lead-in head. Which as you have already noted, begins the "bribe" process immediately. Here it is again:

> When you read this...you'll get a free coin more than 2000 years old, plus you will learn...

Now, for the hard money investor market, that's an on

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target bribe, isn't it?

Moving on, you'll note the salutation says "Dear Friend,". You know, it's surprising to me how many people struggle with trying to be clever with a salutation. Look, if your salutation does not address your reader by name then, simply write...

Dear Friend,

Don't write...Dear Hard Money Investor...Dear Friend of Animals...Dear Lover of Fine Wines or whatever. No, just write...

Dear Friend,

The first sentence asks a very provocative question. Namely: "Would you take investment advise from a drug dealer?" And later in the paragraph it says: "Sounds like a silly question, doesn't it? Well, don't make up your mind too quickly -- I've got a story to tell you that sounds like something right out of "The Godfather."

Now, that's a bitch of a first paragraph, ain't it? Almost irresistible if you are in any way interested in the fate of your money.

More, if you'll only notice, this letter has an "interesting look" to it. It has no fewer than 16 provocative subheads -- all printed in bold. And look at all that copy that has been...

HIGHLIGHTED IN YELLOW!

Do this with your letters and I absolutely guarantee it will up your response!

What else? OK, did you take notice of the incredible specificity of this letter?

* 107.4 pounds of $20 bills equals a million dollars
* diamond sales up 23% last year
* $25.4 million in small bills passed through E.F. Hutton and Merrill Lynch
* Monterey Park has 58,000 residents and 28 Asian-centered banks.
* anywhere they can sell their #3 and #4 grade heroin...

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And so on. SPECIFICS CONVINCE!

Now, let your eyes mosey over to the order form. It's printed in yellow. I nearly always print my order forms in yellow because it (the order form) tells them where to send me my money and...

BLACK TYPE ON YELLOW PAPER IS THE MOST READABLE COLOR COMBO OF ALL!

And the back of the order form? Notice how we (John & I) used that space to summarize and resell our reports? See how we made both sides of this yellow piece of paper crackle with energy by...

USING A "BUSY" LAYOUT?

And now, Mein Herr, feast your peepers on that nifty little pink "lift letter" which, in this case, is flagged.

Now, read it again. It's a very important component of this mailing. Notice how the copy compellingly and enticingly...

FURTHER EXPLAINS THE BRIBE!

And finally, the reply envelope. Notice it is not a BRE (Business Reply Envelope, where I pay the postage.) No. Every test I know about in the last 10 years indicates that making the customer pay the return postage does not reduce response!

I'll be honest; this does not make sense to me and I'll be very surprised if many of you reading this newsletter don't have tests that prove just the opposite.

Oh, notice also the simulated "RUSH" stamp printed on the reply envelope. It's something I use a lot.

And finally, notice the absolute brilliance of the copy! Catch its rhythm! Feel its energy. Let it infect you, affect you and permeate into your very core!

THIS WOULD BE A GREAT LETTER FOR YOU TO COPY IN YOUR OWN HANDWRITING SO, YOU TOO CAN CATCH THE FIRE!

I believe in neural imprinting. And, writing out in your own handwriting a really excellent piece is the very

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best way to achieve this imprinting.

By the way, I didn't write this piece; I only conceptualized it. It was written by John Carlton and, as much as it pains me to say it...

JOHN CARLTON IS JUST ABOUT AS GOOD A COPYWRITER AS YOU'RE EVER GONNA FIND!

Nuts.

Sincerely,

Gary C. Halbert

Gary C. Halbert
Drained But Still Desirable!

P.S. I have learned that a few people did not receive the <u>complete</u> mailing package that was supposed to have been sent in part I of this newsletter. If that's the case with you, just call our office at 1 (800) 433-7145 and we'll be happy to correct that situation.

P.P.S. I started writing this letter the day of the big San Francisco quake and I sure think <u>all of us</u> should send a little money to the Red Cross -- C'mon!

P.P.P.S. Soon, my friend, you are going to get a letter from me describing how you can get the tapes of my $6,250.00 seminar absolutely free. When you get this letter, do not ignore it. There is going to be a very real time constraint on this offer.

Thank you.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Los Angeles, California
Wednesday, 8:45 A.M.
October 11, 1989

Dear Friend & Subscriber,

This is, perhaps, going to be the most unusual issue of my newsletter I've ever written.

It's also going to be one of the most valuable.

Listen: As many people already realize, I have very little regard for most so-called marketing experts. In fact, I often open my numerous talks around the country with the observation that: "The profession of advertising has more incompetence per capita that any other American profession except psychiatry."

And it's true. The problem is that most marketing "experts" aren't players. And what that means is they never have to risk their own money on the stupid strategies and ideas they come up with for other people. Also, some of these so-called experts assume the role of analytical critics and they endeavor to critique work done by others they would be incapable of producing themselves.

It's like an ape peeking into the cockpit of a 747 and then second-guessing the pilot on every move he makes -- to which I can only say...

"Look Banana breath...if you can't fly this thing yourself, go on back to your hairy old lady and stay the hell out of my face!"

So there.

Now, this issue of my newsletter is being sent to you in two parts. In this, the first part, I am sending you a copy of a brand new hard-hitting direct mail promotion just created by John Carlton and myself. This promotion is in the mail right now and the early results indicate that this package is a killer!

What I want you to do is read this entire direct mail package very, very carefully. Look at the outside envelope and see what clues it has for you as to what makes this package so successful.

Read the order form. Read the lift letter. Look at the reply envelope. Read the main letter. Check out the headline at

(go to other side)

the top of the letter. Check out the sub-head.

I want you to <u>really</u> <u>study</u> this package. I want you to try and figure out what it is that makes this package so successful. So compelling.

And shortly after you've done all that, you'll receive the second half of this newsletter and I'll lay it all out for you...just how it was created...just what <u>really</u> makes it work.

And then, after that, you can use those insights to enhance <u>your</u> <u>own</u> marketing efforts and make yourself a nice little bundle of money.

Won't that be nice?

Sincerely,

Gary C. Halbert
Player Personified

P.S. As some of you already know, I've had to turn away a number of people who wanted to come to my "Master's Marketing Summit." I'm sorry about that but the whole thing is being taped and soon, if you so desire, you can get cassettes of this incredible event.

(305) 743-5291

THE GARY HALBERT LETTER
SUITE 4
5701 OVERSEAS HWY.
MARATHON, FL 33050

From:
Marathon, Florida
Monday, 3:10 P.M.
December 18, 1989

Dear Friend & Subscriber,

I am about to make a humungous attempt to make an awful lot of money.

I'm going to try to do this fast. Real fast. So fast that, even though this project does not yet exist (except in my mind's eye), I'm going to try to have it up and running and making a profit before you receive next month's issue of this newsletter.

So what? Why should you care whether or not I pull this off? What's in it for you?

A lot. As you may or may not know, only a fraction of my income comes from this newsletter, my seminars and other teaching activities. No, by far, the lion's share of my income comes from doing what I teach. Either as direct marketing projects I have created for my clients or proprietary marketing projects I do on my own behalf. But you know what? More and more I am finding that...

WHAT I REALLY
LOVE IS TEACHING!

It's very gratifying. I have letters from people all over the place telling me how much I've helped them and...I love that kind of stuff. I really enjoy turning someone's life around. Especially someone who has been screwed up in the past by an incompetent teacher.

And so, I continually look for ways to be a better teacher. And so far, one of the best ways I've found to help people "get it" is to let them look over my shoulder as I put a project together right from when it's only a gleam in my eye until it becomes money in the bank.

Anyway, next month, I'm going to do just that. I'm going to let you in on all the "inside secrets" I use to create a winner. I'm going to attempt to give you one "aha" experience after another. Like this:

"Aha, so that's where he gets his ideas!"

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"Aha, so that's how he gets a 'star' for a marketing campaign!"

"Aha, so that's how he goes about creating a viable product!"

"Aha, so that's how he comes up with a unique selling idea!"

"Aha, so that's how he gets a test out so fast!"

"Aha, so that's how he 'rolls out' the project and sets up fulfillment and record keeping and so on!"

"Aha, so that's how he develops a back end for his projects!"

And finally, my friend, we come to the final "aha."

"AHA, SO THAT'S HOW
THAT BEARDED OLD GOAT
GETS OTHER PEOPLE
TO DO ALL THE WORK
WHILE HE CRUISES THE KEYS AND THE BAHAMAS
ON ONE OF HIS THREE CLASSIC BOATS!"

Look for it. It's coming next month in your mailbox. There's nothing to buy. You've already paid for it. It's going to be the learning experience of your lifetime. Now, are you wondering why I'm "selling" you so hard on something you've already paid for?

Wonder no more. It has to do with the fact that everybody who reads next month's letter will appreciate its value. However, unless I "set you up," only the most perceptive of my readers will realize that what follows in this letter is even more valuable. Look, right now, my mind seems to be more productive than ever before and, I got to thinking about this. Why am I peaking now? What's different from...say...just last year. And, what it is my friend, is I'm using what I learned while teaching all those seminars. And, what I've learned is what makes it possible for me to come up with the kind of "breakthrough thinking" that let's me accomplish the kind of "marketing miracle" you'll read about in great detail next month. So, let's begin with something you're going to find hard to believe until I explain it for you. Namely...

THE VALUE OF FATIGUE!

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Mark Stoddard, president of the prestigious Jefferson Institute, has taught me something very valuable about seminars. He says that, on the first day of an expensive multi-day seminar, the attendees are totally skeptical. They are wondering: "Did I make a mistake coming here?" "Do these people know what they're talking about?" "Gee, that Halbert and Abraham are having too much fun up on that stage. They're always laughing and joking. I came here because my business has serious problems. These guys are not serious at all. I'm not going to get any help here."

And then, on the second day, which is always (by design) a very long day, the attendees are listening to an incredible amount of new information. Information that is different from anything they've ever heard and they are still skeptical. They are tenaciously holding on to their old ideas, old notions. But guess what? By the end of the second day...

THEY ARE WORN OUT!

And then, it is on the third day that the learning process finally begins. You see, for the first two days they've been listening to us but...it is not until the third day that they actually being to hear us!

And, on that third day, the seminar leader, if he is savvy, will repeat much of the important stuff he taught on the first two days. But faster. Much faster. Because the attendees are hearing now. The roadblocks to learning are down. The energy level begins to amp up and the seminar starts to catch fire. Ideas begin popping into their heads. Solutions become obvious. Previously "non creative" people begin to blossom with ideas, concepts and enthusiasm.

Yahoo! And it goes on and on until, on the last day, we (the seminar leaders) have to hold them down so we can send them away with an orderly plan of action!

But what good is this knowledge to you? Hell, you don't give seminars. Seldom even go to them, right? Fear not, Mr. Doubting Thomas, before this letter is over, you will know how, in your daily life...

TO MAKE FATIGUE YOUR FRIEND!

Oh, shut up. Your skepticism is boring. I can feel your negative brain waves clear down here in Marathon. Just give me a minute, will you? Cut me some slack, OK?

Now, here's a true story: Once upon a time, two equal

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groups of people were given a creative problem to solve. The people in group #1 were just told to go off and solve it. No special instructions. About 25% of them solved the problem.

The people in group #2, however, were given instructions to listen to comedy tapes before they worked on the problem and...

80% OF THAT GROUP SOLVED THE PROBLEM!

Humor loosens you up. It (like fatigue) helps you to "let your guard down." Letting your guard down is not advisable in most situations in life. You certainly don't want to do it in a business meeting, while driving or doing anything else that will let an "enemy" take advantage of you. But, in this case, when you are trying to come up with new ideas, new solutions, new concepts...your normal, skeptical, devil's advocate "mindset" is the enemy.

You know, I've noticed that nearly all the top creative people I've ever known seem to have more than their fair share of fun. They often joke, clown around and seem to see humor in even the darkest of situations. And, because of this, many people who aren't very savvy think they aren't serious about their work. It's just not true. Most people who insist on a "serious" demeanor are simply scared. They are uptight because, in truth, they really do not understand the creative process and their subconscious knows that if they ever loosen up and let down their guard, their inadequacies will be exposed.

Know this: It takes courage to have a sense of humor!

Why? Simply because, most of what is truly funny can only be viewed when each of us puts a mirror up to our own stupidities, our own foibles. And insecure people can't do this. Their egos are so fragile they must erect iron facades of respectability lest the rest of us get a peek at their sniveling, cowardly, cheerless inner cores.

Try this: Insist that everybody connected with you who is called upon to come up with creative solutions...insist that they start the day by listening to comedy tapes. Just do it. Those rigid, no-nonsense types will (at first) hate you for it but, guess what?

THEY'LL SOON BECOME
MORE MENTALLY AGILE
IN SPITE OF THEMSELVES!

What else can you do to improve your problem solving

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ability? OK, the first thing I talked about in this letter is the value of fatigue. But don't get confused. I don't want you to stay tired. No, I only want to wear you out long enough to penetrate your mental and emotional defenses. Listen: All of us have a "gate of change" somewhere in our psyche. And that gate can only be opened from the inside and only after we relax our defenses.

However, once that gate has been opened, once we are in a mental mode that will allow us to entertain new notions then, my friend, it is time to go the opposite direction of fatigue and energize our minds, bodies and spirits. And how do we do this, pray tell? Well, what we do is...

WE OXYGENATE OUR BLOOD!

I feel so strongly about this that I have a high-tech, state-of-the-art, computerized treadmill that I use on a daily basis to literally flood my beseeching blood vessels with life-giving, mood-enhancing, idea-producing oxygen. But, the best "on-the-road" way to do this if you're on a business trip or something is simply to take a brisk walk.

Getting worried now, aren't you? You're saying to yourself, "Is Halbert going to tie all this mush together for me in some useful plan of action?"

Fear not, Buckwheat. Before I'm done here, I'm going to string all this together in a way that becomes a "blueprint for big bucks!" And hey, where do you get off calling what I've written so far "mush" anyway?

Oh well, let's get to my next-to-the-last idea on this subject which is...

HUMAN SYNERGY

Look, if you do everything I've outlined so far -- in other words, if you fatigue yourself till your guard is down, laugh with some good comedy tapes or whatever until you loosen up that old calcified mind of yours, take a brisk walk to energize your thinking -- well, all that will work wonders for you. But...if you want to see all this produce mega-results, do all this with other people who are following the same routine, which brings me to my final point which is...

IT TAKES MORE THAN MONEY
TO GET TOP PEOPLE TO
REALLY PUT OUT FOR YOU!

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To illustrate this point, I offer the following true story: If you know anything about sportfishing boats, you know that, by far, the best of these boats you can ever hope to buy is a Rybovich. Each Rybo is custom-made and only 87 have been built in the last half century. There is often a waiting list of several years to get one and nothing whatsoever can get the Rybovich family who makes them to "hurry" in any way it if means building a boat that is even a smidgen less than dead solid perfect.

Therefore, I was vastly surprised when I saw a 36 foot Rybo advertised in one of our local boat trader magazines. I immediately flew to Fort Lauderdale to check it out and the boat was magnificent.

So, without further ado, I bought it.

The guy's wife didn't want him to sell it. Nor did his friends. Just before the owner took my money, he spent hours sitting by his dock looking at the boat. Honestly, I think I came within a hair's breadth of not getting her. The day after I bought her, the previous owner drove 160 miles down into the Keys to try and get one more look at her.

And listen, I now know this boat was sold to me for only a fraction of what another person offered the owner. Why? Well, I talked with the guy's secretary and she said the boat was like a child to him and he wanted to make sure she had a good home. And you know what? I think it was when I told the owner about how I spent three years and spared no expense to restore the "Original Sea Hunt" that it was then he decided to sell me the boat!

I had the boat surveyed. Inch by inch. Inside and out. Engines, hull, outriggers...everything. And what's the bottom-line?

THAT GUY SOLD ME
FOR $52,000
A BOAT WITH AN APPRAISED REPLACEMENT VALUE
OF $400,000.000!

Often, my friend, money is not enough. That's why, at my recent seminar, I had the audience applaud, support and "cheer on" all the creative people I had gathered there to help them.

MONEY IS NOT ENOUGH!

Now, let's string all this together in that "blueprint for big bucks" I promised you. Do this: Gather all your key problem-solving people around you and publicly praise them for

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their work in the past and give them some sort of tangible, valuable reward they weren't expecting.

LIKE A CAR, A BOAT,
A CHECK FOR $1,000,
A PAID VACATION TO HAWAII
OR WHATEVER IT IS
YOU CAN AFFORD!

Don't be stingy here. Put out for your people even if it hurts you some.

Next, gather all the information on all the problems you need solved and put it in a big suitcase. Then, go rent a room for each of your core problem-solving people -- and a suite for you -- in a hotel at least 100 miles away. Have everybody arrive at the hotel Thursday night and keep them there all day Friday, all day Saturday and most of the day Sunday.

Have them come to your suite and work them like dogs. Don't let them drink, use drugs or leave the hotel. No phone calls, in or out. Go over all the data you brought with you in your big suitcase. Examine it in minute detail. Have your people ask questions of you and each other. Don't stop until you are sure everybody is saturated with all available facts and information.

Work, work, work. Talk, talk, talk.

Keep at it until everybody starts to get worn out. And then, put on some comedy tapes. See if any of your group knows some good jokes. Go back to work. Solicit ideas no matter how crazy. Put on some more comedy tapes. Tell some more jokes. And, as soon as you get the group tired and loosened up, take everybody outside and briskly walk them around the block a few times. Back to work. Talk. Talk. Talk. More comedy tapes. More walking. Get the December 1989 issue of Esquire Magazine (which has 41 dumb jokes) and make everybody take turns reading them aloud. Back to work. More walking. More comedy. Back to work. And...and...and...and...

Suddenly, Joe Smith looks up at you and says,

"Hey, since we're selling prescription sunglasses that help people see better when they're driving, why don't we call Eric Weinstein and get that list of 160 million people with driver's licenses? See, here's the thing: That list has all the driver's license data like date-of-birth, height and weight and whether or not the person has to

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wear prescription lenses! And we mail to those people -- the ones with <u>both</u> the driver's license <u>and</u> poor vision -- and we tell them how wearing our polarized, prescription sunglasses can relieve eyestrain when they're driving!"

And suddenly, from across the room, another voice booms out...

"Oh yeah! Man if that works, it'll expand the universe we can mail to by 30 million people!"

And yet another voice says...

"And let's expand our copy appeal by telling them how, since they can see better, our glasses could save their lives and the lives of their families!"

And yet another voice says...

"Hey look, we're gonna know the exact age of everybody we're mailing to so let's do a regression analysis and see what age groups make up our best and worst markets!"

And yet another voice says...

"Hey, let's get some contact lenses and put them in plastic baggies and attach a baggie to each letter like Halbert says and use it as a <u>grabber</u>!"

And then, my friend, if your group is like most groups, some intensely uncomfortable, sexually-frustrated executive type will say...

Wait a minute fellas! Let me play devil's advocate here. We don't know what the cost of those lenses would be and..."

And you jump that S.O.B., wrestle him to the ground and put a knife in his heart. Put his body in the nearest dumpster and use a pay phone and put a "contract" on his wife and kids. Torch his house and destroy his car and all his other possessions.

Think all that's a little too harsh? Well maybe, but not much. <u>That guy</u> has been costing you a fortune. Not only is he not part of the solution, he is part of the problem. In fact...

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HE AND HIS "MINDSET"
ARE THE PROBLEM!

OK, so maybe murdering him and his wife and kids is a little drastic. But, the very least you should do is ask him to leave your meeting and never let him come to one again.

Look, people like this are useful. You need them in your company. These are the folks who can count your paper clips, figure out your withholding taxes and clean your bathrooms. But don't ever, ever, ever, let them in the company of real people...people who can laugh and cry and whoop and holler...

AND THINK!

What's that? You say you don't have a company? That you are trying to make it all by yourself? OK, what you do is get some of your friends, some acquaintances, a few people you do business with and you do all this with them. Who knows? Maybe if you do this...maybe someday you will have a big company!

Does all this seem a little silly to you? A little too off the wall? Listen, I've learned the hard way that bragging about your financial success can be boorish and dangerous. But, as the late Joe Korbo (I really miss that guy) realized, sometimes you need to do it to make a point. So, you think about this: In just the last five days, I've made something like $257,000.000...

FROM IDEAS I GOT
USING THE SAME CONCEPTS
I'M EXPLAINING TO YOU IN THIS NEWSLETTER!

Should you listen to me? I don't know. If a quarter million bucks in a week is chump change to you, I guess not. But, if your income could use a shot in the gazockle, why not give my lunacy a try?

It couldn't hurt.

Sincerely,

Gary C. Halbert
Modesty Personified

P.S. And for heaven's sake, don't even think about missing next month's issue.

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P.S. #2 Our L.A. office is now officially closed. We are now at the address and phone number at the top of page one of this issue.

P.S. #3 Why do I love teaching so much? Because, when you "break through" to someone, the satisfaction is enormous. Want to see what I mean? I hope so because, on pages 11 and 12 of this issue, I've reprinted two of the many hundreds of letters I've received recently. They speak for themselves.

P.S. #4 Hmn? I seem to be forgetting something. What, pray tell, could it be? Oh yeah...

MERRY CHRISTMAS!

I mean it. God bless you for being one of my subscribers and the good person you are. Go forth and prosper, my friend. May the coming years bring you the best of <u>everything</u>!

NANCY JONES, INC.
16111 Fifth St. E.
Redington Beach, Florida 33708
Phone: (813) 392-3457

November 1, 1989

Mr. Gary Halbert
521 23rd Street Gulf
Marathon, FL 33050

Dear Gary:

I have no really good excuse for this, so I won't bother to just make one up. Tonight, for the very first time, I finally got around to reading How to Make Maximum Money in Minimum Time. I mean REALLY reading it from cover to cover, not-stop Several things happened to me during this reading:

First, I expected to be entertained and I was not disappointed. Vertually everything you write is fun and exciting because you are not a boring person to begin with. How could anything you write be dull.

Secondly, I strongly suspected to gain some useful information about mail order advertising and, again, I was not disappointed. I learned a lot of new stuff.

Third, and this was totally unexpected - I was really moved emotionally! I probably re-acted so personally because I actually lived through so many of the projects and events you described in your book. For instance, I remember Mike's Bar! I know Tereasa's real name! I know who the "co-conspirators" were you described in the Dark-Side chapter. And I vividly re-call when we were back ordered 96,000+ Diet Bullet orders.

I even remember your Beron days, but certainly not the same way you remember that dark side of your career. I am probably the only person to ever read a "How to" book and cry over it. But I did.

Thank you for writing it. And thank you for being my friend.

Sincerely,

Nancy

CHARLES STEWART
79, boulevard Suchet
75016 PARIS
FRANCE

Tel. 33 (1) 45-24-01-78
Fax 33 (1) 45 25 49 90
le 27 September, 1989

Dear Gary,

I gotta say that the first three pages of your most recent letter had me worried. I started thinking that you had been out in the Florida sun too long. Then as I continued to read I knew that all was well and, as usual, you were way ahead of us all. In fact, I now feel that it was one of your best letters. I never cease to be amazed by your brilliant understanding of people and the human condition. And you state it so matter-of-factly. Sheer genius!!

I also agree 100 per cent about your views on black women, black men and the sad state of education in the states. I was born in America (North Carolina) and lived in Los Angeles for 26 years. I won't be going back for all the reasons you stated and more. I'm not bitter, just sad.

Your letter was a real gift. Thanks.

Sincerely,

Charles Stewart

P.S. Climb back up on your soapbox any time you like. You're mistaken if you really feel that 'nobody wants to hear this stuff'

P.P.S. I'm a black man. Believe it or not I've started a service firm here in Paris to assist small and medium sized U.S. companies export to Europe. In California , I was a lawyer for 25 years. I subscribe to your letter to learn how to get clients.

(305) 743-5291

THE GARY HALBERT LETTER
SUITE 4
5701 OVERSEAS HWY.
MARATHON, FL 33050

From:
Marathon, Florida
Wednesday, 10:20 A.M.
January 17, 1990

Dear Friend and Subscriber,

Enquiring minds want to know, don't they?

OK, wisdom seekers, today, as promised, I'm going to take you all the way. What's going to happen here is I'm going to take you by the hand and lead you step-by-step through the entire process of creating a direct marketing winner. Right from scratch.

As you may recall, back in April of 1989, I explained that the real first steps to becoming a wealthy direct mail/mail order entrepreneur are:

1. **Ground yourself in the fundamentals.**

2. **Heighten your awareness of "What's Working Now."**

3. **Capture ideas, headlines, techniques, thoughts, etc. on 3 x 5 index cards and review them (deal them out on your kitchen table or desk like you would a deck of cards) at least once a week.**

I follow my own advice. I really do. I often re-read the great marketing books like "Scientific Advertising" and "The Robert Collier Letter Book" to make sure I remain grounded in the true fundamentals of marketing. I also see to it that I have a constant stream of input from current and successful promotions. I do this by: 1) reading lots of direct mail; 2) skimming through magazines, newspapers and tabloids; and 3) flipping through the channels on cable TV to see what's working now in "Sellavision Land."

So, there I am, walking my sweet self around, grounded and aware, questing and lusting for a winner and it occurs to me (because of all this "prep") that. .

I OUGHT TO LOOK FOR
A WINNER IN THE AREA
OF WEIGHT LOSS!

There's an enormous demand. We are a nation of porkers (70% of us) who are always struggling to lose weight. I know this to be true because I've sold zillions of dollars worth of diet products for various clients and (and this is important) there are currently several terrible diet ads that are running over and

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over. What this means, of course, is that the appeal of losing weight remains as strong as ever. So strong, in fact, that even just plain awful ads are working.

I decide I want to put together a killer diet promotion for me. Not a client. Me. I start to narrow my focus. I really "tune in" on diet-related promotions. I watch TV for diet shows. I go to Eric Weinstein's office (my list broker friend) and he let's me look through his collection of sample direct mail pieces.

A side note: You should make friends (for many reasons) with a good list broker. You see, when someone wants to rent a mailing list, they have to submit a sample mailing piece to the list owner. These samples are submitted through the list broker and the sharp ones (the brokers) always keep a file of those samples. What that means is, if you've got a buddy who is a list broker and you want to create say...a direct mail piece on a vitamin offer... what you can do is go to his office and look through his collection of direct mail samples that offer vitamins for sale.

By the way, another benefit of working with a list broker in this capacity is he can tell you which of those promotions worked and which did not.

Alright, I've now looked at lots of diet direct mail, space ads and TV shows and. . .

I HAVE TAKEN HUNDREDS OF NOTES!

There's no rhyme or reason to my notes (I call them "nugget notes") and there shouldn't be. Some of my notes are lengthy. Some are just one word. Some of them are insightful and some are meaningless. All I'm doing here is simply "prepping" my brain. (Or, as some would say, my "excuse for a brain.") Want to see what some of my diet notes look like? Here's a few of them:

***destroys all existing body fat**

***free report reveals best solution for rapid weight loss**

***9 reasons fat can harm you (from Michell piece)**

***not for sale to minors without parental consent**

***15 tsps. a day is how much fat you should eat**

***research says breakfast eaters are thinner!**

***penny plus immediate testimonials**

***burn fat hour by hour by hour, even while you sleep**

***love to eat but hate to go hungry, but still want to lose weight**

***housewife loses 60 lbs. and ends up looking like Marilyn Monroe**

***key metabolic importance**

***imagine fat being pumped tsp. by tsp. into hips, thighs, etc.**

***PM seems to find each extra insert ups response**

***ought to sell to public like other companies because yours actually works**

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***pulls and destroys excess fat from bulging parts of your body**

***lab workers started taking it home to their families**

***LEARN SPANISH!**

***fastest way to lose weight next to total starvation**

***double your money back guarantee**

***free report if you write statement**

***almost secret way**

***turns fat into water and drains it out of the body by the gallon**

***teens eat like horses**

***steady fat loss**

***if you can't do this, you don't desire to be thin**

***also, because we must meet the business standards of 2 countries**

***do a penny - do a penny**

***free report reveals 3 new ways to lose weight very few are aware of**

***it's not cheap but it works**

***small but astonishing surprise gift**

***Paulette's picture?**

***encourages the release of a special hormone you had a lot of when you were a teen-ager**

***accidental discovery**

***rediscover the joy of life**

Enough. Enough. Enough. Just remember that I've got hundreds of notes, a humongous personal collection of diet ads and that I've looked at diet direct mail promotions until they are coming out my ears.

Time to take a break. The process I described above is a continuous one with me and I focused specifically on diet promos for several months. I walked away from it. Time to go on about my other business and let all this "fodder" roll around in my mind and ferment, brew and intermasticulate.

Time passes. The seasons change. Fall comes and there's a big boat show in Lauderdale. I go. I find myself lounging in the Marriott Beach Hotel with my red-headed sweetie, thinking about boats and idly thumbing through the November 28 issue of the National Enquirer when I see a headline that says. . .

HE (the guy in the picture) LOSES
575 POUNDS IN 15 MONTHS!

And guess what? This is not the headline of an ad. No, no, no. This is the headline of an article which tells all about a 20-year old young man named Larry Coker who now weighs 175 pounds and who, when he was 18, weighed 750 pounds. And he lost all the pork with a system of his own creation.

> "Get him on the phone!" I bark at Paulette. The article says Larry Coker lives in Royal Oak, Michigan. Lo and behold, information does have him listed. Wonder Woman (she really is)

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gets him on the phone for me. I get on, make small talk and ask him if he's got before and after pictures. "I sure do, Mr. Halbert," he says. "And I've got video tapes too. And letters from other people who I've helped lose a total of 2,000 pounds."

ZOWIE! WHAM! SHAZAM!

"Has anybody else called you?" I ask.

"Oh yes," he says. "I've been on several TV shows and written up in several papers. Dick Gregory and Richard Simmons were interested in my story and so was Weight Watchers."

"What did Weight Watchers have to say?" I ask.

"Well they offered me a new car, a new wardrobe and $75,000.00 to be a spokesman for them but I gave the check back," he says.

"Why? Are you rich?" I ask.

"Not at all," he says, "my family is very poor. There's 11 kids and we really struggle to make it. But I got to tell you this, Mr. Halbert. I didn't lose my weight on Weight Watcher's program or Richard Simmons' or anybody else's. I lost my weight <u>my way</u> and it's just not right to pretend I did it some other way."

"Will you fly out here to meet me if I Federal Express you some tickets?" I ask. "It's in the 80's here and I'm sure it's more pleasant than Michigan."

"OK," he says, "but I've got to tell you, I may not work with you. I've got to see how we hit it off. Also, I don't have any traveling money."

We Federal Expressed him tickets and money. He comes to the Keys and we meet and I learn a lot about him. He's only got one suit. He's broke. He helps a lot of overweight kids and drug addicts. He needs three operations to remove all the excess skin he has from losing weight so fast. He's never kissed a girl. Two years ago this kid couldn't even get out of bed! And so on.

He tells me he wants to work with someone who will let him tell how he lost his weight <u>his way</u>. He tells me he wants to make a lot of money so he can help other people with weight and drug problems.

I look at him. I really want to work with this boy. What can I say to him that will make him choose me if he has already turned down Weight Watchers and all the others? I look at him some more. And you know what? I decide to use my secret weapon on him. I decide...

TO TELL HIM THE TRUTH!

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"I think it's fine you want to help all those people," I say, "but me, I'm in it for the money. If you work with me, we will only sell your method of losing weight and...even though we will be helping people...I'm in it for the money!"

I look at him some more. Then I continue: "And let me tell you this, Larry. It's great you want to work with addicts and so forth, but let me tell you what I want for you. I want you to get the operations you need and get rid of your excess skin. Then I want you to get on an exercise program so you get toned up and buffed out. Then I want you to come down here and catch some rays and get a good tan. Then I want you to get a red, convertible sports car and a good-looking blond with incredible bazoomas and I want you to start having some fun!"

"Hell," I say, "you couldn't even get out of bed two years ago. You've never kissed a girl. It's like you are an adult but at the same time, from another point of view, it's like you're only two years old!" His face starts to glow like someone turned up a rheostat and he starts to grin. "I've been thinking about all that stuff," he says, "I'm so tired of talking to crack addicts and listening to their sad stories."

He then looks a little embarrassed and he says, "I think about sport cars and girls with those big...you know...and I wonder like...if they jiggle when you shift gears?"

We did the deal.

And, believe it or not, I'm even going to tell you the numbers and my rationale for same. I gave Larry a $15,000.00 advance against...

1. **10% of gross income from all direct mail and mail order sales;**

2. **5% of gross income from TV generated sales;**

3. **50% of all income including advances and royalties from a "mainstream" book we would work on.**

Why these particular numbers? Well, in the case of the $15,000 advance...I simply wanted to give it to him. He and his brothers and sisters were not going to have much of a Christmas and Larry needed those operations.

Why 10% of gross sales from direct mail and print? When I, Sir Gary of Halbert, only demanded 5% for writing an ad back in the dark ages when I was still accepting clients? He had it coming! This kid lost 600 pounds and held out (even when he was broke) for a straight deal with some integrity to it.

Besides that, it'll be a cold day in hell when the Prince of Print can't take a commodity like Larry Coker and not make a monstrous profit in direct mail and print! (Gee, I gonna look dumb if I don't pull this off, ain't I?)

(go to Page 6)

And why did I drop to 5% on the 30-minute sellavision show I had in mind? Because TV is more complicated than print. Because I'd probably bring in a partner (I hate buying time). Because I'm less sure of myself in TV than print and I wanted more of a margin.

And why 50% of all monies from mainstream book sales? It's what's fair. Look, it's his story but the book was going to be written at my risk. I hired Lisa Morrice (213-398-5147) (an excellent writer in L.A.) to work with Larry in creating the book and, when she's done, I'll do the ads for it.

Whatever. Would you like to see what a fair, simple and straight-forward contact like this looks like? You should. You should have a file of sample contracts. So here, to get your file started, is the Larry Coker contract. (NOTE: We often do our contracts in letter form like we did this one.) Study it. File it away. Pull it out later when you need it as a model.

* * * * * * * * * * * * * * * * * * *

Dear Larry,

This is to confirm your agreement with Gary Halbert, who was representing Everett & Lloyd, Inc., regarding our working together.

First of all Everett & Lloyd, Inc. will have exclusive rights to market your diet plan report (as yet untitled). You will receive a 10% royalty of the purchase price (less returns) of every report sold. It is our intent to sell it at either $19.95 or $39.95, whichever price tests to be the most profitable.

The report will be written by Gary Halbert, based upon your extensive interviews with him. The advertisements to promote the product will also be written by Gary Halbert. You will have the right to correct the report and advertisements with regard to their accuracy.

We confirm that Everett & Lloyd, Inc. will finance the entire project and we guarantee a minimum of 100,000 report sales per year of which 10% is guaranteed payable to you.

We are allowed to continue marketing the product as long as we maintain sales of at least 100,000 reports per year commencing from the date of your acceptance of this agreement. We confirm that we will, at our expense, arrange to make a direct mail test to see if we can sell this product via direct mail and/or magazine and newspaper advertising. We will make the test within 45 days of your acceptance of this agreement. Within 70 days we will know if we can make this work using these mediums. If we cannot, we will, if you so desire, cancel our agreement with you and you will be free to go to someone else.

On the other hand, if our tests are positive, we will then mail out a significant amount of mail on a continual basis.

Regarding a book for retail circulation, we will, at our expense, make arrangements for you to spend time with a qualified writer to prepare such a book for publication. You will have the right to correct the book with regard to accuracy

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of content. Everett & Lloyd will negotiate with publishers to sell the book and the profit from said will be split evenly between Everett & Lloyd, Inc. and yourself.

Regarding any television program to market whatever package we agree to promote, you will receive a 5% royalty of gross sales (less returns). Everett & Lloyd, Inc. will conceptualize and finance the television project.

If you are in agreement with these terms, we will pay you a $15,000 advance against future royalties. In the future, when sales begin, you will be paid on a monthly basis with a complete accounting of the number of products sold. You will also be able to inspect the sales records at any time.

Accepted and agreed to this ____ day of _____, 19__:

Sincerely,

_____ _____

Paulette Teta
President
EVERETT & LLOYD, INC.

Larry Coker

* * * * * * * * * * * * * * * * * * *

Uh, let's see now. I guess at this point we needed a product. What should it be? How should I go about getting a handle on this?

More research. I hook up my electronic equipment, plug in two mikes and I interview Larry. But what questions should I ask him? Now, you listen up here; <u>THIS</u> is important...

I DETERMINED WHAT QUESTIONS TO ASK HIM
BY <u>ASKING</u> HIM WHAT QUESTIONS TO ASK HIM!

He made a list of what he thought were important questions about his weight-loss system and I asked him those questions (and any others that occurred to me) and I recorded the answers.

We worked for hours. <u>Days</u>, in fact. We talked and talked and talked. I looked at his home videos. I looked at videos of the newscasts, talk shows and game shows that featured him. I read the articles about him. I read his endorsement letter from the Ford Motor Company. I read his other letters. And so on. Then I sent him back home and sent a two man crew to Michigan to interview him more and talk to his mother, his siblings and others he had helped lose weight. I also had all these people videotaped. And, from all this, I decided...this kid <u>really</u> does have the cure for obesity and his method ("Larry's Way") should be sold for $99.00 instead of $19.95 or $39.95!

Oh, but wait! There was one more bit of proof I needed. Yes, boys and girls, as painful as it is to tell, ol' Guru Gary himself has become somewhat porkified over the years. So, I went on "Larry's Way" myself and...

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**EVEN THOUGH I ATE LIKE A PIG,
I LOST 9-1/2 POUNDS IN JUST THE FIRST WEEK!**

America needs what this kid has to offer. It <u>really</u> does. And, I've decided to make "Larry's Way" available in a $99.00 package that contains a video cassette, seven audio cassettes and a written report. I also feel so strongly about the wonderfulness of this project that...

**I DECIDED TO LET PEOPLE PAY WITH A POST-DATED CHECK AND
I'M OFFERING A DOUBLE-YOUR-MONEY-BACK GUARANTEE!**

And the direct mail letter? Listen, my friend, when you do this much preparation, the letter almost writes itself. Preparation is the <u>cure</u> to writer's block.

Now, before I show you the letter, let me tell you how to get a test out <u>fast</u>. What you do is, you have your list broker friend get you 5,000 names that should be good prospects for whatever you hope to be selling. Then you have those names put on envelopes and have the addressed envelopes stamped and ready to go. You put them right in your desk and you have them sit there right in front of your face...<u>just waiting for the rest of your package</u>!

Want to know how, after you come this far, to get someone else to do most of the rest of the work? Well, what you do is, you give your direct mail package and all your background material to an ace TV producer (I give mine to Merril Eichenberger) and you tell him to basically create a show by "filming the letter" and to give you half the profits.

The TV show will be on the air about the same time you are reading this. The direct mail test will be mailed almost concurrently with this newsletter. How am I going to do with this project? Can you guess? Want to win a prize? Call my office and tell us how many orders you think I'll get from my 5,000 piece test mailing and, if your guess is closest, you'll win a nifty prize.

One more thing before I let you read the letter: What is the moral of this month's newsletter? What's the lesson here? It's very simple; to succeed in this business, you must...

DO YOUR HOMEWORK!

Peace.

Sincerely,

Gary C. Halbert
"Soon to be an <u>Ex</u>-Porker"

P.S. The sales letter for "Larry's Way" follows on the next eight pages. Read it and then call us with your guess as to how it'll do. When you call, ask for Aunt Wanda as she is the keeper of the guesses. Thank you.

(213) 273-7053

THE GARY HALBERT LETTER
SUITE 208
8033 SUNSET BLVD.
LOS ANGELES, CA 90046

From:
Marathon, Florida
Friday, 9:42 a.m.
February 23, 1990

Dear Friend and Subscriber,

Th...th...they...'re ba...aa...ack!

I'm talking about the tarpon, of course. I just caught my first of the season. Right in the shadow of the Seven Mile Bridge. He was a silver torpedo about five feet long and maybe 90 pounds. Fought like hell! Not only that, I just came back from the Marquesas Islands (near the Dry Tortugas) where Paulette and I and two of my sons (Jeff has his own construction company and Bond just made the Dean's List at Key West College) dove the oceanside reef and...and...AUGH!...ARAWL!... YEOW!...AAAHH!..UGAARAL!...NO!...NO!...NO!...

What's that? You're wondering what you're reading? Not to worry. It's just the howling sounds of Ol" Guru Gary as he drags himself, kicking and screaming, from the bluewater reefs of southernmost Florida back to this nautical chart table in my hideaway office in Culmer's Marina where...where...where...sob...I can hardly say it...

WHERE I AM NOW
FULL TIME BACK AT WORK!

Nuts. Oh well, may as well try to make the best of it. Listen: I try very hard to make this a "cutting edge" newsletter. And, to do that, it means I sometimes have to reveal myself in a less than favorable light. Tarnish my image a little. Jab a few holes in my cloak of know-it-allism. But marketing success (like any other kind) is not a straight-line process. But that's OK. If you will only remember that, "You don't have to get it perfect, you just have to get it going", you're going to be alright.

Let's backtrack a moment. Two issues ago, I told you I was going to try to make a bunch of money fast like a bunny and that...fatigue, humor and "no holds barred" brainstorming sessions are a good way to decalcify your mind and develop some viable ideas. Then, in last month's letter, I shared with you the exact process I use to find a new project and I told you all about how I developed the Larry's Way" direct mail diet promotion and I included the eight page sales letter I had written for this project and invited you to guess how many orders I was going to pull from a 5,000 piece test mailing.

THE GUESSES WERE PATHETIC!

Many of you wrote letters and telephoned my Aunt Wanda and raved and raved about how good the sales letter was (many even ordered the product) and then you made guesses that were totally out of touch with reality! In fact, the average of all the

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guesses was that I would pull 1,417 orders out of my 5,000 piece test mailing.

It's time to sober up, boys and girls.

It is also time for me to roll up my shirt sleeves and get "down-in-the-dirt" with you about the realities of direct response math and about how projects like this develop in the "real world"! As you may recall, what I was offering was (1) a video tape, (2) seven audio tapes and (3) a written report. All for $99.00. By the way, I was also (in the order form which you didn't see) asking for an extra $6.50 to cover the costs of sending this product via some form of next day delivery. Whatever. In any case, just so you can completely understand my offer, here is a reproduction of the order coupon that went out with this "Larry's Way" direct mail package.

NO-RISK ORDER COUPON

IMPORTANT!
For extra fast service, we send all orders via Federal Express, United Parcel Service or else first class mail. Which one we use depends on where you live but we **never** use bulk-rate or 3rd class mail! This means you should receive your "Larry's Way" package in a matter of days instead of having to wait weeks like you do for some things. We are very proud of our fast handling of orders and you can help us if you **print** your name and address very clearly.

Mail to: Larry's Way
c/o Everett & Lloyd Inc.
Suite 4
5701 Overseas Highway
Marathon, FL 33050

Dear Larry,

☐ YES, I want to lose weight as fast as humanly possible. Therefore, I want to try the rather amazing secret weight-loss system called "Larry's Way" which you used to lose 575 pounds in just 15 months. Please send me all the material I need including your video tape, the seven audio tapes and your written report. I understand that, when I follow your instructions...

- ***I will never be hungry!***
- ***I will never be low on energy!***
- ***I will never need to count calories!***
- ***I will never feel empty!***
- ***I will never be depressed again because I can't lose weight!***
- ***I will never have to worry about cheating!***
- ***I will never have to spend more money to lose weight!***

Not only that, I also understand I am protected by the amazing **double** your money back guarantee as described in your letter and that you **insist I** pay by postdated check. So, on that basis, I am enclosing my check in the amount of $99.00 plus $6.50 for shipping and handling (total $105.50) and I am postdating my check 30-days ahead. Therefore, please send your secret weight-loss system to me **immediately** at the address below.

PRINT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

☐ **Check here if you want Beta instead of VHS.**

NOTE: Please make all checks and money orders payable to "Larry's Way". World-wide orders accepted in U.S. dollars only and, if you live outside the U.S., you must add $10.00 to cover the extra costs of international shipping. Thank you.

OK, as you can see, every time I get an order, I gross exactly $105.50. Now, Larry Coker gets $9.90 of this money (10% of the selling price), Fed Ex or UPS gets something like $6.50 shipping and... the rough cost of producing the video tape, the

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seven audio tapes and the written report is another $12.00. We still haven't added in anything for order processing, overhead and so forth. But, even so, it is fairly accurate to say it is going to cost me about $30.00 to fill an order. Subtract that from $105.50 and you have $75.50 so, let's say for easy computations that...

EVERY ORDER I GET
YIELDS ROUGHLY $75.00 AS
"CONTRIBUTION TO OVERHEAD"

Now, by far, the main element in my overhead is the cost of printing up and mailing out my direct mail letters. OK, since I'm mailing first-class, postage alone costs me .25 per letter. Add in list rental (about $85.00 per thousand), lettershop and printing and I'll be spending roughly another .25 per piece to make my cost about .50 for each letter mailed. Now, in direct mail, all the pros always think in terms of costs per M (thousand) and results per M.

So, what all this means is my cost to mail every 1,000 letters is approximately $500.00 and...since I get a $75 CTO (contribution to overhead) with every order I receive, that means I only have to get...

SEVEN ORDERS PER EACH 1,000
LETTERS I MAIL IN ORDER TO
BREAK EVEN!

How could I lose? Pretty impossible, right? Let's see now...since the average of all the guesses Aunt Wanda received was that I would get 1,417 orders from my 5,000 piece mailing... that means that, on a per thousand basis, I would get 1,417 divided by five or...

MORE THAN 283 ORDERS
FOR EVERY 1,000 LETTERS MAILED!

Don't I wish. Since my CTO from each order is $75 and, according to the average of the guesses, I'm going to get 283 orders per M...that means every 1,000 letters I mail will yield a CTO of $21,225.00 (283 x $75) from which I must subtract my mailout cost of $500.00 per M and which...

LEAVES ME A MEASLY
$20,725 PROFIT FOR
EVERY 1,000 LETTERS MAILED!

And, since an astronomical response like this means I could mail even the "fringe" lists, I would probably have a "universe" of say... 20 million names I could mail to. Hmn? Seems to me there are 20,000 thousands in 20 million and, when you multiply that by my $20,725 per M profit, I stand to make...

414 1/2 MILLION DOLLARS!

Grow up. These numbers are from FantasyLand. I have to tell you, I was dismayed by these guesses from my subscribers. It indicates that many of you have a gross overestimation of what can be done in direct mail marketing. And...a silly, unreasonable idea of the response percentage that even a guy like me can get.

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Look, I claim to be good, not God!

What is reasonable to expect from a marketing endeavor like this one? Well, naturally, results will vary all over the place. I have had mailings that pulled in more than $22.00 for every marketing dollar I spent. But...that is very unusual.

What I always realistically hope for is to triple the dollars I spend on marketing. And I can live very nicely, thank you, with only doubling my marketing dollars. Let me show you: Look, since it costs me about $500.00 to mail 1,000 letters ($500 per M), that means that...to "double" I would have to take in $1,000 per M in revenues. Devide $1,000 by $105.50 (my gross per order) and you will get 9.47 which means, rounded off and up, that I need 10 orders per M to "double".

Now, since my CTO per order is $75.00, we can multiply that by 10 to come up with a figure of $750 CTO per M gross after deducting fulfillment costs. And, when we deduct our $500 per M mailing costs, we get...

A NET PROFIT OF $250.00
FOR EVERY 1,000 LETTER MAILED

Think of it...$250.00 profit per M just by "doubling". Check it out:

Gross Income	$1,055.00 (10 x $105.50)
Cost to Fill Orders	$ 305.00 (10 x $30.50)
Cost to Mail 1,000 Letters	$ 500.00 (1,000 x .50)
NET PROFIT PER M	$ 250.00 ($1,055 - $305 - $500)

Hey, that's a quarter profit for every letter mailed? Hmn? Since there are about two million really good diet names out there...that means this project, if I only "double", could yield a $500,000.00 profit. Not counting any "back end" promo I come up with. (I've already got one.) Not counting list rental revenues. Not counting any other "house mailings" to this list of customers I'm developing.

Not too bad. In my mind 1/2 million is nothing to sneeze at...even though it is a far cry from the nearly 1/2 billion my average subscriber/guesser seems to think I'm going to rake in.

But, I don't have that half million yet? No sir. This promo, as it stands now, is not going to "double". Hell, it's not even going to break even.

Listen up: when you mail first-class, "double day" (the day you have approximately 1/2 of all the orders you are going to get) is usually about day #12 counting the day you dropped your mail as day #1. In other words, if you mail however many first-class letters on the first day of the month, you can expect to have "in house" half of all the orders you're going to get on the 12th of that month.

That is, if you don't live in the Florida Keys!

Down here, the mail (like everything else) seems to be a little

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slow going out and coming in (it's all got to be trucked to and from Miami before it really gets going) and double day for first class mail seems to be day #14. OK, I mailed 5,000 "Larry's Way" direct mail letters on January 27 and, on February 10, (14 days later), I had a scumsucking total of only 14 orders. Which means I can only hope for a total of 28.

From a 5,000 piece test.

What I'm talking about is getting a lousy 5.6 orders per M. Let's round that off to 6 and do our numbers. Remember, it costs me about $500.00 to mail 1,000 letters. Remember also that I have about $75.00 left over from each order after deducting my fulfillment costs. So, multiply my 6 orders by $75.00 each and you get $450.00 which means, this promo, as it stands now...

WILL LOSE ABOUT $50.00
FOR EVERY 1,000 LETTERS MAILED!

Not counting refunds and the other "unusual expenses" that always occur.

And what does Ol' Guru Gary say about all this? You are not (unless you are a pro) going to believe it. Because, I say...

NOT BAD!
NOT BAD AT ALL!

Hark unto me: Marketing success is a process, not an event! Most marketing tests (probably 99 out of 100) are complete failures. They don't even begin to return the costs of the test mailing or the ad campaign. But this one...this one shows life! Enough so that I know I'm going to make it work! Look, this test mailing had a lot of good things going for it. Like: (1) Larry's dramatic story, (2) amazing before and after pictures, (3) a double your money-back guarantee and (4) a promise not to deposit the customer's check for an entire month.

But, in my frenzied haste to get this promotion in the mail, I forgot one very basic fact...

PORKERS DON'T WANT TO WATCH
A VIDEO AND LISTEN TO SEVEN
AUDIO TAPES...NO...WHAT
THEY REALLY WANT IS A
"MAGIC BULLET!"

So, in that sense, I made the wrong offer. And now, what I'm going to offer instead is simply the written report part of the deal which, in fact, will give my customers all they really need to know. Also, I've decided to reduce the price and I'm mailing a 10,000 piece split-run test to determine whether I should roll out at $19.95 or $39.95. (I'm betting on $19.95.) I'm also, in this second flight of my testing process, giving my prospects the option of ordering by credit card.

A POINT OF INTEREST: Many of you know that Joe Land went on TV and sold a ton (I heard a rumor it was 75 million dollar's worth) of diet audio tapes. So, how can I say audio tapes are not what porkers want? Simple. Joe Land wasn't selling audio tapes that offered a learning experience. No... No...No...he was selling an "audio magic

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bullet!" Hell, you didn't have to pay any attention whatsoever to these tapes. Just let them drone on somewhere in the background and they would subliminally impregnate your mind with the idea that carrots and other rabbit foods are now somehow mysteriously more desirable than say...German chocolate layer cake.

Whatever. OK, you know what? I'm really proud of these last few issues of my newsletter. I don't think what I'm doing here as ever before been done in print. Do you realize...

YOU ARE FINALLY GETTING TO SEE
A REAL WORKING PRO DEVELOP A
"REAL LIFE" DIRECT MAIL PROMO
AND YOU ARE LOOKING OVER MY
SHOULDER AND VIEWING ALL THIS
IN REAL TIME!

Yea verily, I'm showing you how it's really done. Not only the clever, successful stuff but also, the mistakes, warts and all.

And that's pretty special, even if I do say so myself.

And speaking of warts, As you may recall, some time ago I sent out a letter about how Marvin Pursinger (the guy who said he had set up a humdinger of a classified ad network) had apparently chumped us all and how I was extremely sorry I had ever touted his services. Well, I got back an outpouring of letters from people who said they too had lost money on Marvin and how I shouldn't beat myself up for falling prey to his guile. Do you know who these people are who wrote me these nice letters? Let me tell you...

THESE PEOPLE ARE PLAYERS!

And players, unlike other people, happen to know (and cheerfully accept) that...sometimes you eat the bear and...sometimes the bear eats you. You know, as far as Marvin Pursinger is concerned, I only got one letter along the lines of how could I dare to so enthusiastically recommend someone I had not done previous business with. In other words...how could I have made such a mistake?

The writer of this letter is from Connecticut and says he's been in direct response advertising for 25 years and now he has to "rethink" whether or not he should become a lifetime sub. Well, I'll tell you what...I don't know this man but, I'll bet my socks his 25 years in the business has been in the capacity of a consultant not a player. And, as far as the last line in his letter..."And I was about to apply for INSIDERSHIP! Should I continue to believe?

No, R.P., you should not.

If you harbour any illusions at all about whether or not I'm going to continue to make any more dumb mistakes, save yourself the mental gymnastics. You see, I intend, until my dying day, to keep stepping right up to the plate and swinging the ol' bat over and over. I expect I'll hit some home runs, a few base hits and a lot of pop flies. Also, I'm going to strike out time after time. I'm gonna make dumb mistakes by the hundreds. Silly decisions. Bonehead maneuvers. Idiotic moves. But I will be moving. Moving so fast that, for most people, it must seem like "warp speed."

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And, R.P., as far as "Insidership", as you call it, is concerned...put it out of your mind. That's for players!

Back to Marvin. I've got a letter from a guy who says he has for real what Marvin lied about having. In other words, he has, he says, a NATIONAL CLASSIFIED NETWORK that can place your classified ads in 6,300 papers with a combined circulation of 76 million. He says he put this together after Marvin sold him a bill of goods. He said that, even if Marvin was selling a bag of hot air, he still had the essence of a good idea. I talked with this guy for a long time and he gave me references and, dumb as I may be...

I BELIEVE HIM!

But what do I know? I believed Marvin too. So, why don't all of you who need this type of service, give this guy a jingle and then judge for yourself. He's in Dallas, Texas, his name is Philip A. Kratzer and his phone number is...

(214) 352-0012

Whatever. Now listen: I need your help. I am working on a special issue of this newsletter on the subject of...

WHO'S WORTH KNOWING!

Yes, ladies and gents, in spite of Ol' Marvin, I do believe I know most of the best people in the direct response industry. And...in this upcoming issue, I intend to identify them for you. I'll tell you a little bit about them and how to contact them. But, although I know a lot of good people, I certainly do not know them all. So, do you know someone who is a good copywriter? A good printer? Someone who runs an honest lettershop? Someone who can do computer letters? Who is a good list broker? Who can attach pennies to the first page of a letter? Who has a good (800) fulfillment operation? Who knows how to massage a data base? Who is a good direct response CEO and is looking for another job? Who can print on newsprint? Who is good at telephone sales? Who can produce a good TV show or commercial? Who really knows how to buy TV time? (Does anybody?) Who can create graphics that don't interfere with the selling message? Who...aw shucks, you've got the idea, don't you? I want to know about anybody who can do anything exceptionally well that is somehow related to the direct response industry. Who is worth knowing? Are you? Is one of your business contacts or associates? Let me know...SOON!

Now, the names of a few of the people I may include in this upcoming special issue are listed on the yellow sheet of paper I am enclosing with this letter. But I worry. Are there any "Marvins" hidden is this list of names? Are any of these people scum? As far as I know, all these folks are a real asset when it comes to getting something done in Direct ResponseLand. Do you know otherwise? Scan the list and let me know.

Uh, let's see, what else? Oh yeah...do you know anybody who will open a MasterCard and Visa Merchant account for a mail order company?

Also, I have plans to launch a new newsletter. It's going to be called the "Advertising Hall of Shame Letter" and the premise...the premise is, we will find and expose the worst advertising campaigns on earth (you know, those that won all kinds of

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awards but made zero impact on sales) and...

WE WILL TEAR THOSE ADS APART!

And then, we will reveal how these ad campaigns should have been done. I'm also going to hand out the "real award" these moronic marketing efforts deserve. I'm working on the design right now. I think it's going to be a brass statuette of a "creative person" sitting in a corner wearing a dunce cap and I think I'm going to call it simply "The Stupid." Can't you see it in your mind's eye? A newscaster on the boob tube smiles and says, "And today, the advertising firm of Idiot & Slick won three "stupids" for their moronic mail campaign to sell rap music CD's to senior citizens. Yahoo! This one's gonna be fun! But, what I need is someone to run this for me. Someone who knows not only good direct response advertising but who also is wired in to all those dummies who win all those awards for work they do in Madison Avenue agencies. Someone who is a good investigator who can research these stupid campaigns and get me facts and figures on how dismally they worked. (Or rather, how well they did't work!) Do you know of such a person?

Sincerely,

Gary C. Halbert
IMPERFECT BUT
STILL LOVABLE

P.S. Hey, do you have any money to invest? I know where you can get a guaranteed 10% per month return and I'm not kidding!

P.P.S. I'm going to have a "Seminar By The Sea" right here in the Florida Keys. Very different from the one I did in the Century Plaza. It'll be much smaller with only a few attendees so I can give everybody a great deal of individual attention. It's also going to be much cheaper and I'm going to make all three of my boats and both of my licensed captains available on a full-time basis for those who like to mix in fishing, diving, boating and sexual hi-jinx (just kidding, just wanted to see if you're still awake) with their seminar activities.

Hey, what better place to discuss the ways and means of making millions in marketing than from the fighting chair of my Rybovitch sportfishing boat? You'll be busting your butt trying to hold on to the pole and I'll be saying..."And here's another way to get more profit from each of your customers..." And Captain Danny will be yelling, "Keep that rod tip up, damn it? That's a 150 pound tarpon on that line!

Call us if you're interested.

(305) 743-5291

THE GARY HALBERT LETTER

SUITE 4

5701 OVERSEAS HWY.

MARATHON, FL 33050

From:
Marathon, Florida
Monday, 9:59 A.M.
March 19, 1990

Dear Friend & Subscriber,

In last month's letter, in the P.S., I said this:

> "Hey, do you have any money to invest? I know where you can got a guaranteed 10% per month return and I'm not kidding!

Well, I get so many replies to that P.S. that, rather than answer them all individually, I've decided to explain the whole thing in this month's edition of my newsletter. So, be patient. Everything will become clear to you in a few minutes.

But first, let me tell you what goes on in my mind whenever I see a new direct response promotion that's making money. What I ask myself is... "How can I make this winner even more profitable?" And, to that end, I have a "laundry list" of proven techniques that will make almost any winner, win bigger!

You need to have such a "laundry list" in your mind also. But always remember this...

YOU CAN'T MULTIPLY ZEROS!

What I mean is... if you have a promotion that is an abject failure, you are probably way off the mark in your appeal. And, if that's the case, all the inside tricks in the world won't help you. What you are going to learn here will make a fast horse run faster; it won't turn a broken down old nag into a Man-O-War. Howsomever... if you do have a winner, you ought to give thought to the following:

WHO IS DELIVERING YOUR MESSAGE? Is it you or somebody else who is a stranger to your market? If so, consider having a celebrity deliver your message. There's a very good chance that having Arnold Palmer or Tommy Lasorda sign your letters or appear in your ads will materially enhance your response. By the way, there's a company called TARKENTON SPEAKERS' BUREAU, INC. that reps Terry Bradshaw, Don Chaney, Bob Griese, Lewis Grizzard, Tommy Lasorda and many others. Who knows? Maybe they could do you some good? Their number is (800) 541-8404.

DOES WHAT YOU ARE MAILING OUT LOOK LIKE JUNK MAIL? If so, you are truly a slow learner. Change the format of your mail immediately! Make it look first-class and personal. Make it look

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A-pile. Remember...

THE PEOPLE OF AMERICA
SORT THROUGH THEIR MAIL
WHILE STANDING OVER A WASTEBASKET!

And, that's not the worst of it. You see, if your direct mail advertising looks like junk mail, the postal system will almost always throw some of it away and sometimes... they will throw all of it away. Don't fight me on this. If you don't listen to what I'm saying here, it could cost you a fortune. Mark Stoddard, president of the Jefferson Institute, wondered why the "roll out" of his tested fund raising mailing was an utter dud. The answer was apparent when he went to Chicago and found...

600,000 PIECES OF HIS
MAIL IN A DUMPSTER
BEHIND THE POST OFFICE!

Mailing bulk-rate is like playing Russian Roulette. You can poke along happily for years with the postal system only discarding say 1/4 of your mail and then one day... BANG! They dump it all!

DOES YOUR SPACE AD LOOK LIKE AN AD? It shouldn't. It should look like a news story that raves about your product or service and then, as a "public service" tells the readers how to order your goods. Make your ads look like news stories and your readership will increase 500%!

IF YOU'RE SELLING A HIGH-TICKET ITEM, BUSINESS-TO-BUSINESS, ARE YOU MAILING A "DOLLAR BILL" LETTER AND THEN FOLLOWING UP THREE DAYS LATER WITH A PHONE CALL? Shame on you if you're not. This technique always works. I just heard from a subscriber, George R. Platt of The Harty Press, Inc. (he'll be in my Who's Worth Knowing issue) on a number of matters and, in the P.S. of his letter, he says... "Your dollar bill letters are killers. To date $1231.00 in dollar bills have grossed $135,000.00 in sales."

And so on. This is just the merest glimpse of my laundry list of response enhancing techniques. If you've been reading me for some time, you're already aware of some of my other sneaky tricks. Like attaching a "grabber" to the first page of my sales letters. Or, hiding my brochure and order card in a plain white sealed envelope. Or offering a "conditional" double your money back guarantee. Etc. etc.

OK, so now listen up: Most companies engaged in direct response selling (probably 95% of them) are happy to break even or even lose money on their first sale to a customer. Think about those record club and book club offers ("You can have any ten for only $1.00") and then think how long it's got to be before they start making a profit on a newly acquired customer. Would you believe that, in some cases, it's more than two years?

Anyway, I've never operated like this. I've always wanted my

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ads and direct mail advertising to make an immediate profit. In the beginning I didn't have a choice, I had very little money and I simply couldn't afford to play "on-the-come." And, after I got a bit prosperous, I still always went after an immediate profit simply out of force of habit.

All of which may explain why there is one "response enhancing technique" I hardly ever messed with. It's the one Joe Karbo used to help him sell millions of his "Lazy Man's Way To Riches" books. What I'm talking about is telling the customer he can postdate his check for 30-days so that, if he doesn't like what you are selling, he can return it and you will send back his uncashed check.

Whatever. As I said, this is one idea I never paid much attention to. (I love to end sentences with a preposition; wouldn't Miss Books, my old English Teacher, turn over in her grave if she knew how I was breaking all her sacred rules and enjoying the perks of being one of the highest paid writers on earth?) Forgive me, I digress. Anyway, here I am circa 1989/1990 bopping along in my merry way when, like so many other marketing guys, I start getting sick and tired of all the trouble we have with our Visa & MasterCard merchant accounts. So, I get to wondering, is there any way to turn this lemon into lemonade? In other words, is there any way to eliminate credit card orders without losing sales? Could I maybe do this and increase sales? I put on my thinking cap and I come up with a piece of copy that goes something like this...

> "There's just one more thing. You can't order by credit card. You can only order by check. Why? The answer is simple. You see...
>
> **"I WANT YOU TO POSTDATE YOUR CHECK FOR 30-DAYS AHEAD!**
>
> "Look, the cost of my book (or whatever) is extremely low compared to what you get. However, even so, I don't want to deposit a single penny of your money until you read my book (or examine my whatever) and find out for yourself how good it really is. Does that sound strange to you? I'm sorry if it does but no matter what... I intend to treat you like I would like to be treated.
>
> "In other words, I think you deserve to be able to read my book (or examine my whatever) before you allow me to cash your money order or check."

Worth a try, right? Well guess what? I tried this out with my Larry's Way diet promo and, a variation of this idea in a 1/2 page ad for my Maximum Money book in USA Today and it seems like, by doing this, I...

DOUBLE MY RESPONSE!

Hoo! Haa! How'd ya like those apples, Buckwheat? And you

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thought Ol' Guru Gary was just another pretty face, didn't you?

This technique can make marginal promotions quite profitable. And, it can turn a clearly profitable promotion into a killer! There's just one thing: It slows down your cash-flow.

Slows it down like crazy.

OK, how about some more good and bad news? One of my favorite mediums is daily newspapers. In fact, it is possible that I've created more successful full-page direct response newspaper ads than anybody in history. I love to run ads in daily papers. You can get in real fast. Usually just a matter of a few days. And talk about cranking up a fast cash-flow... did you know that sometimes, when I let the customer order by phone and use his credit card that... sometimes a morning paper...

WOULD SHOW A PROFIT BY 5 PM
OF THE VERY SAME DAY THE AD RAN!

Oh yes. Oh yes. Oh yes.

But those days are mostly gone. Daily papers now have such a high cost per thousand readers that only a handful of ads each year are strong enough to cut the mustard. Believe me, I know whereof I speak because usually, each year, I write about half of all those ads that work.

But you know what? If I've got an ad that is only marginally profitable in a daily paper, it will go ape in a more narrowly focused publication like, Entrepreneur Magazine, Cosmopolitan or the National Enquirer.

And you know what else? If you take that same ad and... not only run it in a narrowly focused publication but... you also use the postdated check technique exactly as I described it earlier... then, my friend... your response will not only go ape...

IT WILL
GO MEGA APE!

But... and this is a big but... the cash-flow I used to get in 90 hours now takes 90 days. Now, here's something else: Paulette and I try to live almost 100% debt free. We don't owe a penny on any of our property. Not on the Rolls Royce, the Cadillacs, the boats... nada. I hate to borrow money. However, the above situation got me thinking. I says to myself, "Hey, Self. You may not like to borrow money but this is too big an opportunity to let slide by." So, I think, "Hmn? Maybe I should pay a visit to our local banker?"

Can't you just see it? I walk in in my cut off jeans and a "Margaritaville" T-shirt and I say to the banker...

"Hey, you know me and Paulette, right? We're the couple with the Rolls Royce, the two Caddies, the pick-up truck,

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the three boats and no visible means of support. Uh, look, it's really not like it seems.

"Even though you see us hanging with that guy from Peru like uh, we're really not in "the business." No...see what I do is...I write this newsletter and give seminars and I teach people how to use "Halbertizing" to suck more money out of their customers and stuff... and look we sell this Bulgarian "Power Burst" report on how to get big muscles...and uh, we've got this TV show on this kid who lost 600 pounds...and I've got this great idea I could use a little financing for in order to really exploit it...

"What's that? You want to know what my great idea is? Well..sure. See, what I want to do is run some ads in the National Enquirer and tell people they have to postdate their checks 30-days ahead and...

"What? Oh yeah. That National Enquirer. Wait a minute... why are you laughing? Hey...c'mon. It's not that funny. You can stop rolling around on the floor anytime now. Whada'you mean...you can just see my ad next to the article on BOY EATS OWN HEAD? What...what...you say you can't wait to go to your superior..and tell him...STOP LAUGHING DAMNIT...that you've got a guy who wants a loan and he's offering thousands of postdated checks as security..."

Aw nuts, maybe going to my local banker is not such a good idea. Maybe the banks should stick to sure things like lending money to Brazil and Mexico.

So, I get this idea of explaining all this to my subscribers and see if any of them want to finance some of these 100% proven ads and make 10% a month on their money. It would be a good deal for them and, considering how much I'll be making, a good deal for me. So good in fact, that Paulette and I would both personally guarantee these loans.

So, there I am, ready to put this proposition to my subscribers and a little nudge in my head tells me I should check with my lawyer. I do and he tells me I can't do it. It's illegal. 10% per month, if it's construed as interest, is usury. Even if it is the borrower who suggests the deal.

So, maybe we should forget the whole thing except...

YOU SHOULD BE TESTING
USING A POSTDATED CHECK
OFFER IN YOUR OWN PROMOS!

You know, I wonder though..is there any way I could do this deal and make my investors limited partners with me for 90-days?

Aw, to hell with it...when things get this complicated it's time to go fishing.

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AND NOW FOR AN UPDATE ON THE LARRY COKER PROMO: Last month, I told you I had the direct mail to where it was losing money but showing life. I also told you how I was going to do more testing and lower the price to $19.95 or $39.95. Well, I did and guess what?

I'VE GOT A WINNER!
I'VE GOT A WINNER!
HA ha HA ha, HA HA

The $19.95 price beat the pants off the $39.95 price. It looks like this promo is now going to double.

And I'm going out in space too. Yes, boys and girls...it's even gonna work in daily newspapers.

And...and...and...we've got a 1/2 hour "sellavision" show that's on the air just about every day now and it's making moula.

And...and...and...I've made a deal with the abdominizer people (you know that gizmo that lets you flatten your tummy without straining your back) and, in the future, whenever anyone orders the "Larry's Way" diet book, they're going to get an "acknowledgement letter" that tells them...

1. They've made a wise decision and their book is on it's way.

2. The only drawback to "Larry's Way" is, it can cause you to lose weight so fast that the skin around your tummy may get a little loose.

3. That we've made special arrangements to provide them with (at a nominal price) a device that let's them tighten that tummy even as they lose weight so very fast.

Well now, Pilgrim, are you beginning to get the idea how it's done? Am I getting through to you that...it's not so much genius...not so much inspiration...it's movement. Move! Move! Move! Plunge right in. Make mistakes like I did! Do something even if it's wrong, do SOMETHING! Don't just read this letter. You're truly a dummy if that's all you do. Use it as an action guide. Take that precious fragile ego of yours and stuff it where the sun don't shine and...

START BEING PROUD
OF YOUR WILLINGNESS TO
MAKE MISTAKES!

Hey man, if you're going to wait till all the lights are green, you're never going to go anywhere.

You know what one of my future newsletters is going to be? It's going to be a diary of the Larry's Way promotion and it's going to show all the mistakes, all the trauma etc and how, through movement me

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and my team got the damn thing right and made a bundle with it.

And speaking of future newsletters, if you want to be written up in "Who's Worth Knowing" you better let me hear from you now. The deadline is drawing near.

Also, I've gotten a lot of inquiries about my "Seminar By The Sea" and, in order to save wear and tear on my frazzled self, I'm going to answer all those inquiries at the same time by sending all of you a letter with complete details.

OK, I'm going to tell you about just one more thing this month and it's not a big deal. But it is kind of neat. Listen: Polaroid currently only makes one camera that will shoot and process black and white film. Now get this...as you probably know, if you want to print a black and white picture, you first have to have that picture screened. What this screening process does is reduce the picture to a whole big bunch of small dots or "half tones". And, it is this "halftone" that your printer pastes up on his layout sheet before he shoots what he's going to print for you with his camera. Screening or half-toning is not particularly complicated but it does take a while and it costs a bit. But this particular Polaroid camera (it's called the ProPack) comes with---are you ready for this?--it comes with...

A HALF-TONE KIT!

So easy to use that even I can do it. All it is really, is just a screen you put over the film pack before you load it into the camera. Then, if you've got a nifty Aunt Wanda like I do, you just point the camera at her, press the button and...

PRESTO! OUT POPS THE PICTURE
OF YOUR AUNT WANDA
ALREADY SCREENED AND READY
TO BE PRINTED IN YOUR NEWSLETTER!

And the whole deal is less than $300.00! Ain't that something?

Gary's Aunt Wanda

Sincerely,

Gary C. Halbert
also known as
AUNT WANDA'S FAVORITE
NEPHEW!
(I better be.)

P.S. Hey, the quality of these ProPack half-tones is not sensational but, for "down and dirty" quickie applications like maybe taking pictures of houses for a real estate newsletter, it's pretty much OK, isn't it?

P.P.S. Wait a minute? I guess I'm not finished after

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all. What's with you trying to rush me like this? Listen: you want to know another way to materially enhance your direct mail response? Of course you do so pay attention.

Look, anything you can do to "humanize" your message, to make whomever is signing the letter appear to be more real, more accessable, more caring... the higher your response will be. So, what I did to punch up the "Larry's Way" direct mail promo was include a "lift letter" printed on blue paper that I am reproducing below. Study it my friend, for it illustrates a very important "profit enhancing technique."

And now, for this month, I really am done.

Dear Friend,

As I said in my letter, I am working with a company called Everett & Lloyd, Inc. in Florida because they are letting me tell people how to lose weight exactly the same way I did it.

However, I still spend most of my time in my hometown of Royal Oak, Michigan and, my personal phone number is...

(313) 398 7276

I am giving you this number just in case you want to talk with me after you order my program. You see, most weight-loss programs don't work at all. However, mine works so fast you may be a little uncomfortable with the reaction you get from other people. You know, everybody wants to lose weight but, when it happens real quickly, it can be a little unnerving.

Anyway, if you need a friend to talk to after you get started on my program, please feel free to give me a call.

Believe me, my friend, I've been there.

Sincerely,

Larry Coker

Larry Coker

(305) 743-5291

THE GARY HALBERT LETTER
SUITE 4
5701 OVERSEAS HWY.
MARATHON, FL 33050

From: Marathon, Florida
Thursday, 9:37 a.m.
April 19, 1990

Dear Friend & Subscriber,

There are three elements that affect memory. They are:

(1) Recency

(2) Frequency

(3) Vividness

In other words, the more recently something has happened to you, the more likely you are to remember it. Also, the more often this thing has happened, the more likely you are to remember it. And finally, if what happened was very dramatic, very vivid, you are even more likely to remember it.

Let's say that a few minutes ago, some big ugly guy punched you in the nose. Not only that, he also punched you yesterday, last week, last month and several other times during the last few months. And, sad to say, not only has he been punching you in the nose over and over, he has been ...

PUNCHING YOU HARD!

Hey, I'll bet you'll remember that guy, won't you?

Now, let's say there is a group of people that you'd like to have remember you. Like maybe ... your customers. Or ... your prospects. Needless to say, you don't want them to remember you as a guy who slugs them in the nose but, you do want to be remembered as a person who had an enormous impact on them.

A favorable impact, of course.

So, how are we going to do this? One good way is to send all of these people a letter from time to time. But how often should we send these letters? If you have a customer on a prospect list, how often should you mail to that list? Every day? Once a year? Every other month? What, pray tell, is the most profitable frequency to mail to a list? And ... the answer is ... DUM DA DUM DUM ...

APPROXIMATELY
EVERY 21 DAYS!

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Look, it doesn't have to be exactly every 21 days but ... if you wait much more than three weeks, your customers are likely to forget you. And, by the same token, if you write to them constantly, on a more or less weekly or daily basis, they are very likely to get very tired of hearing from you.

I get a lot of positive feedback from this newsletter and, I must admit, I love it. I've been told by a number of people that, when my newsletter arrives, their entire office or company shuts down until everybody has read it. Now, as good as that is for my ego, I am well aware that, if this was a newsletter that went out every day (or even every week) that you would soon burn out on me. Listen: Joan Rivers and Don Rickles both have successful night club acts but, they have both flopped over and over on TV. Why? Simpley because they have abrasive personalities that can be amusing and refreshing for maybe 20 minutes or so, but, they will, if taken in large doses ...

IRRITATE THE HELL OUT OF YOU!

That's one of the secrets of Johnny Carson's success; he is someone you can be comfortable with in your living room night after night.

Anyway, what I'm trying to get across to you is, if you have a customer or prospect list, you should mail a sales letter to that list at least 10 times a year. Most companies (except for a few like the Franklin Mint) don't make the mistake of mailing too often. No, most companies don't mail nearly often enough!

OK, let's say you and I are in sync and you are now mailing all your customers and prospects every three weeks or at least once a month. Fine and dandy. Now, let's move on to the area that usually has the most room for improvement of all. This is where you can easily outshine your competitors. What I'm talking about is ...

IMPACT!

Vividness. Drama. Intrigue. Suspense. Theatrics. Showmanship. Yea verily, what we want is letters our customers can't ignore! Letters that, when they open the envelope, two hands come slithering up. One hand grabs our reader by the jugular and forces him to pay attention, while the other hand pats him down to find his money and then twists his arm until he sends his loot to us.

Sound a little too heavy for you? Listen, my friend, most novice writers, be they fiction writers or non-fiction writers, and especially advertising writers, they worry they are being too dramatic when they are not being nearly dramatic enough. Your message is in competition with maybe 1500 other commercial messages your reader is bombarded with every day. Not only that, your reader has hundreds of other concerns that are occupying his mind at any given time. So, let me ask you ...

DO YOU REALLY THINK
THIS POOR SOUL
HAS TIME TO FIGURE OUT YOUR
PATHETIC SUBTLETY?

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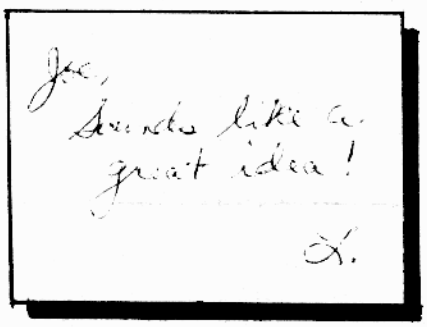
Have I got your attention? Good, because, unless you are brain dead or lazy beyond belief, you are about to make huge gobs of moola. Why? Simply because Ol' Guru Gary is about to give you a "Blueprint for Big Bucks" that is damn near foolproof.

Are you ready? Splendid. Let us begin by putting your imagination to work. I want you to imagine that the top reporter on your local newspaper comes to visit you at your place of business. He asks you a lot of questions, takes some pictures and then drives back to the newspaper building where he sits down at his trusty old Underwood (probably a word processor these days) and pounds out a full page story that will be read by hundreds of thousands of people. You eagerly await the article and, when you read it ...

SHAZAM!

Oh wow! That reporter just fell in love with you, your products, your service and everything else about your business! He has written an article that amounts to nothing less than a "rave review" of your entire operation. And then, wonder of wonders, down near the end of his article, as a "public service," he tells his readers how and where to order your products!

Wouldn't that be great? But wait. The wonderfulness doesn't stop there. No. This article catches the attention of one of your most avid fans and he goes out and buys several hundred copies of that newspaper. And Lordy, Lordy ... you know what he does after that? He tears out all those full page ads (excuse me, I meant articles) about you from each one of those papers and he starts mailing them to his friends. He's got so many to send out he doesn't bother to sign his full name. Instead, he just sticks a "post it" note on each of the articles that refers to his friend by his first name and says something like this:



Gosh, wouldn't it be wonderful if all this happened? You bet it would. But guess what? What I've just described is very unlikely to happen. Most reporters seek out bad stories, not good ones. They like to write horror stories much more than they like to write stories with a positive slant. Not only that, even if our mythical reporter did write a "rave review" about you and your business, it is highly unlikely someone who reads this article is going to buy several hundred papers so he can send a copy of the article about you to all his friends and business associates.

I'm sorry. It was a pleasant dream but it's just not going to happen unless ... unless ... unless ...

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YOU MAKE IT HAPPEN!

Yes you can too. Here's what you do. You pretend you are a reporter. You then investigate, interview and photograph your own sweet self and your business, your products and/or services. You then proceed to write your own "rave review" about your operation and whatever it is you have to sell. Then you take your "article" copy to a typesetter and have him typeset your "article" in a manner that makes it look like a news story. Then you send your typeset "article/news story" off to your local paper and you have them run it on a Monday, Tuesday, Wednesday or Thursday. Avoid running your ads on Friday or Saturday and be careful about Sundays. This is especially true if some of your responses are coming via phone. See, what happens is, you'll get a lot of calls for at least two full days unless one of those days falls on a weekend.

Anyhow, what we do now is we take a copy of this newspaper with our ad/article/news story in it to a local printer who can print on newsprint. You tell him to print up 5,000 extra copies of your story and you tell him to make sure he prints what's on the back also.

IMPORTANT NOTE: You need permission from the newspaper to do what I just described. So, what you do is one of two things: (1) You either tell the paper what you're about and you get their written permission to reprint (front and back) the page your story is on, or (2) you reprint your article (the copyright of which belongs to you) on newsprint and you do not print anything else that was in the local paper. But, what you do to give it a more authentic look is, you print some other copyright free material (like some vapid ad you make up) on the back.

Anyhow, you get your stories printed up, you stick a little "post it" note on each one, you put everything in a plain white envelope, you address the envelope by hand or by typewriter, you put a first-class stamp on your envelope, you mail all your envelopes and then ...

YOU SIT BACK
AND RAKE IN THE MONEY!

Yahoo! This is a hell of an idea, ain't it?

Anyway, let's see if I can make it more real for you. You've had your eyes on that plain white envelope that I've sent you with this newsletter, haven't you? OK, before you open that envelope, you should address it to yourself and put a first-class stamp on it.

DO IT NOW!

Now, assuming you have done done what you are supposed to have done, just pick up that envelope, heft it in your hand and gaze upon it with wonder. Doesn't look like much, does it? Singularly unimpressive. Who would guess that this innocent-looking little envelope is an integral part of such a lethal little money-making weapon that it could net you millions of dollars?!

But it can. I've used the technique I've just taught you for myself

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and once, when I put together such a promotion for one of my clients, he took in, just last year ... 24 million dollars!

So Buckwheat, what you should do now is open the envelope and read and examine what's inside. This should take you about 10 - 15 minutes so I'll take a breather here until you are finished.

TICK TOCK, TICK TOCK, TICK TOCK,
ETC.

Ah, that was a fast 15 minutes, wasn't it?

Now, you listen up, my friend. What you have just read and been taught is a powerful technique that works so well that a number of people have tried to keep me from telling my readers all about it.

Fat chance.

One more thing: what I've just shown you is like everything else I write in this letter. Namely: it is a powerful money-making technique you can modify for your own situation or ... you can just sit and think about it for the next 20 years like some mentally-paralyzed dork who never makes a move and just accumulates pork.

The choice is yours.

And, speaking of pork ... have you ever wondered what it is exactly you should weigh? You can look at those antiquated Metropolitan Life Insurance Tables and get a rough idea. You can get a closer idea by having someone measure the skin thickness on various parts of your body and then plug the results into a mathematical equation. There are electronic devices, wrist measurement ratios, etc. but ... if you really want to know, you've got to have yourself weighed underwater.

I really wanted to know.

At least I thought I did. So I called the P.E. department of the University of Miami and made an appointment for them to weigh me in their underwater tank. Here are the results:

NAME: Gary Hulbert SEX: MALE
AGE: 51 HEIGHT: 67.5 RACE: WHITE
FITNESS CATEGORY: SEDENTARY

TEST PARAMETERS:

WEIGHT IN AIR:	204.5 lbs
UNDERWATER WEIGHT:	1.74101 lbs
VITAL CAPACITY:	4.83 L
RESIDUAL VOLUME:	1.1592 L
WATER TEMP CORR. FACTOR	.9947

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TEST RESULTS:

PERCENT BODY FAT:	32.30954 %
FAT WEIGHT	66.07302 lbs
LEAN BODY WEIGHT	138.427 lbs

TARGET WEIGHT: 162.8553 LBS @ 15%
173.0337 LBS @ 20%

RECOMMENDED WEIGHT LOSS: 31.4662
TIME COURSE TO LOSE WEIGHT: 15.73314 WEEKS

Damn! Not only did they spell my name wrong, their figures prove me to be a porker! Nuts. According to this *!!#@ computer printout, I'm carrying around 31.46628 pounds of excess pork! What a bummer. Here I was, thinking I was doing sort of OK. You know, since we started publishing that "how-to-grow-muscles" report by Leo Costa and the weight-loss system of Larry Coker, I've been watching my diet ("kind of") and working out at our local gym ("The Pump Room") under the supervision of a little, sadistic 125 pound Nazi bitch named Marilyn White who is really a sadist but masquerades as a fitness trainer. You know, what really ticks me off about her is, at 125 pounds, she is stronger than I am at 204.5 pounds. Nuts. Nuts. Nuts.

However, she has got me to the point where I can bench press 210 pounds and leg press 600 pounds. Now, those poundages aren't particularly impressive except, they are a lot for me.

Does all this have anything to do with marketing? You bet it does. You need to believe in and use that which you sell. You need to learn all about it. Look, if you're not interested in what you are selling and especially if you don't believe in it then ...

GO FIND SOMETHING ELSE TO SELL!

Belief in something helps you be enthusiastic about it and enthusiasm is the key ingredient to salesmanship.

You know what I'm going to do? I'm going to get weighed underwater every month until I lose all my excess pork and I'm going to publish the results every month right here in this newsletter. What I figure is, I'll get so tired of all you sadistic yo yo's out there writing me barbed little "porker jokes" that I'll be highly motivated to lose my excess pork just to shut you up.

Geez, the things I gotta do!

Ready for some good news? One of my subscribers, Carl Galletti, has a collection of some of the best and often very hard to get marketing books that should be a part of your library. As far as I can tell, every one of these books is a classic and Carl is making them available at very reasonable prices. Here is his current list:

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The Robert Collier Letter Book by Robert Collier $32.95
Reason Why Advertising by John E. Kennedy/Lord & Thomas $19.95
The following 5 books are available as a boxed set: *"Advertising Age Classics"* for $38.00. They may also be ordered separately at the prices indicated.

My Life in Advertising/Scientific Advertising by Claude Hopkins $10.95
The Lasker Story as He Told It by Albert Lasker $10.95
How to Become an Advertising Man by James Webb Young $10.95
The Art of Writing Advertising by Denis Higgins $10.95
Confessions of an Advertising Man by David Ogilvy $7.95

Newstrack's Advertising Classics A 16 tape set of the following books: My Life in Advertising by Claude Hopkins, The Lasker Story, With All Its Faults by Fairfax Cone, Or Your Money Back by Alvin Eicoff, My First 65 Years in Advertising by Max Sackheim, Communications of an Advertising Man by Leo Burnett, Ogilvy on Advertising, Reality in Advertising by Rosser Reeves. $155 (includes 2nd day UPS).
How to Write a Good Advertisement by Vic Schwab $21.95
Tested Advertising Methods by John Caples $9.95
How to Make Your Advertising Make Money by John Caples $10.95
Making Ads Pay by John Caples $6.95
SuperBiz (7 Steps to Freedom updated) by Ben Suarez $21.95
The Lazy Man's Way to Riches by Joe Karbo $10.95
The Greatest Direct Mail Sales Letters of All Time by Richard Hodgson $92.95
Ogilvy on Advertising by David Ogilvy $17.95
The 100 Greatest Advertisements by Julian Watkins $8.95
Commonsense Direct Marketing by Drayton Bird $32.95
Publishing Newsletters: by Howard Penn Hudson, Publisher of "The Newsletter on Newsletters" $21.95
Sweepstakes, Prize Promotions, Games & Contests (Dow Jones Irwin) $27.95
Direct Mail and Mail Order Handbook by Richard Hodgson $49.95
Successful Direct Marketing Methods by Bob Stone $32.95
Eicoff on Broadcast Direct Marketing by Al Eicoff $32.95
A Technique for Producing Ideas by James Webb Young ("one of the best copywriters in history" - David Ogilvy) $5.95
The Diary of an Ad Man by James Webb Young $13.95
Fundamentals of Copy & Layout (incl creative philosophies by Ogilvy, Reeves, Cone, Bernbach, etc.) $19.95
Which Ad Pulled Best? (includes answer key) by Philip Burton $19.95
Reality in Advertising by Rosser Reeves $15.95
How to Win Customers and Keep Them for Life by Michael LeBoeuf $9.95
Successful Cold Call Selling by Lee Boyan $14.95
How to Sell Against Competition and Win by William A. Subers $22.95
A New Guide to Better Writing by Rudolf Flesch & A.H. Lass $4.50
Writing that works by Kenneth Roman $6.95
The Unpublished David Ogilvy by David Ogilvy $16.95
1001 Ways to Market Your Books by John Kremer $21.95
Directory of Book, Catalog, and Magazine Printers by John Kremer $16.95
Book Marketing Opportunities: A Directory by John Kremer $26.95
101 Tips for More Profitable CATALOGS by Maxwell Stoge $26.95
Secrets of Successful Direct Mail by Richard Benson $32.95

Quite a list, eh? I urge you to call Carl before they're all gone. His number is (609) 896-0245.

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Let's see, what else? Oh yeah, Paulette and I are going to the Cannes Film Festival. We'll be gone from May 13 to May 23 and we'll probably need a few days after we get back to recover. Paulette from jet lag and me from my eyes bulging out from looking at all those topless starlets. We'll be going there as talent scouts for the world's largest producer of 1/2 hour infomercials and I, for one, plan to milk that role for all it's worth.

Now listen, I'm going to be heading up two seminars in the near future. One before Cannes and one after. The date for the second one (the "Seminar by the Sea") is not set yet but the first one will happen in Utah at Howard Ruff's Jefferson Institute on May 7 through May 11. You owe it to yourself to get details on this seminar and you can do so by calling Stacey Adams or Mark Stoddard at (801) 489-3691.

But do it quick. Time has really ran out on this one and it's going to be a humdinger.

Sincerely,

Gary C. Halbert
"A Prince of a Porker"

P.S. Don't miss next month's issue. It will be the long-awaited ...

WHO'S WORTH KNOWING!

Peace.

P.S. #2 If you have trouble finding a printer who prints on newsprint, try your local newspaper. Or try whomever prints a weekly "penny saver" type paper in your area.

P.S. #3 Are you interested in having a TV show produced about you, your products or your services? I've been doing quite a bit of TV work lately. This includes the 1/2 hour "infomercial" on Larry's Way plus a whole host of related spots of 30 seconds, 60 seconds, 90 seconds and 120 seconds. I've also shot four commercials featuring about a dozen of the sexiest models in L.A. including my very own red-headed sweetie, Paulette.

P.S. #4 Would you like to have VHS dupes of all the above? You can get them for just the hard costs of duplicating the tapes of sending them to you. I'm not trying to make a profit on this, I'm just trying to network with TV-minded people. (That's television-minded not transvestite-minded.) So, if you're interested in getting dupes of all this TV stuff, just call my co-producer Merrill Eichenberger at (503) 643-7331 and he'll send you copies of all my recent TV work at cost.

(305) 743-5291

THE GARY HALBERT LETTER
SUITE 4
5701 OVERSEAS HWY.
MARATHON, FL 33050

From:
Cannes, France
Friday, 5:08 p.m.
May 18, 1990

Dear Friend & Subscriber,

It's very weird here.

At first blush, it seems like everybody here's rich. The hotel rooms start at $400 per night, you see Rolls Royces, Ferraris and Lambourghinis on the streets, there are multi-million dollar yachts cluttering up the harbor and yet... and yet... and yet...

HALF OF THE WOMEN ON THE BEACH
DON'T SEEM TO HAVE ENOUGH MONEY
TO BUY THE TOP HALF OF THEIR BATHING SUITS!

But don't worry. There's lot of older men like me who are looking into this situation very closely and you can be sure we'll do whatever is necessary to give these poor girls comfort and shelter.

I'm over here for the Cannes Film Festival and, as I write this, I'm sitting in the lobby of the Hotel Martinez which is located at 73, LaCroisette in Cannes, smack dab in the middle of the French Riviera. And guess who is the most popular female for all the photogs here at the Festival? Guess who the paparazzi run after like a pack of wolves and take thousands of photos of? Guess who walked into the Mediterranean Sea and caused a riot when she walked out in her wet t-shirt!

Damn, I hope this doesn't go to her head! I hope my identity doesn't change from Guru Gary, the Prince of Print to...

MR. PAULETTE TETA!

Anyway, I've been working on this issue for months. It contains the names and a brief description of 120 people connected to our industry and it's my first attempt to let you know...

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WHO'S WORTH KNOWING!

CHUCK ABBOTT: This man knows mail order like the back of his hand. He is also an exceptionally fine attorney and one of the nation's premier experts on tele-marketing and "sell-a-thon" seminars. 801-226-3350

JAY ABRAHAM: The Wizard himself. One of the finest marketing men on the planet and probably the best man you could ever hire for a telephone consultation or brain storming session. 213-541-5901

OLEG ALEXANDER: Oleg Alexander is the personification of a hustler. He's a young man from Southern California who is always coming up with innovative marketing concepts. He's a good guy to talk to if you have a unique or unusual product and looking for a guy to help you get it developed, financed and mailed out. 714-497-9991

ROBERT ALLEN: Bob is the author of the best seller non-fiction book called, "Nothing Down". He is a real estate broker and rumor has it he is currently grossing something like 50 million dollars a year from his real estate seminars. Whatever the numbers are, Bob Allen deserves his success. his instructional and motivational tapes are excellent and several of the concepts that guide my life, such as "feared things first", I learned directly from this man. I can't praise him highly enough. 619-431-3400

LYNWOOD AUSTIN: He's a marketing and direct mail entrepreneur. He sells reports and a directory of industrial businesses. Also holds sales seminars. 805-564-4476

AUSTIN PRINTING COMPANY, INC.: Specializes in printing that is competitively priced and consistently good quality with attention to detail. Performs in a crisis without dropping the ball. What more could you ask for? 714-852-1372

MARTIN BAIER: This man, as far as I know, is the father of the modern direct mail regression analysis. I first met him when I invited a group of marketing experts at great expense to spend a

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week with me at the Jockey Club. At that time, Martin Baier explained how he had segmented every ZIP code in the United States into four different areas so that mass mailers could pinpoint their best geographic targets more accurately. A very wise and savvy man who for many years has been indispensable to Old American Insurance. Very savvy marketing guy. 816-931-8667

STEVE BAIR: Steve Bair is the guy who hooked me up with the stress control card which is one of the best "grabbers" to use on the first page of a letter I've ever come across. Steve also has other innovative products that can be used to hype the gross of your direct marketing efforts. 800-327-2256

STEVE BARWICK: Rumor has it that Steve constantly bitches and moans because he knows he'll never be as good looking as the Prince of Print; however, even though he can't match my devastating appearance and suaveness, he's still a good (actually a <u>great</u>) copywriter. He's <u>especially</u> good in the financial areas and hard money newsletters. He also publishes a very informative newsletter you should be reading. Don't let his sour personality put you off, after all, he can't help it that he can never look like me. This guy is a <u>very</u>, <u>very</u>, <u>very</u>, <u>very</u> good copywriter. 619-252-8343

GARY BENCIVENGA: The absolute best copywriter money can buy -- <u>Period</u>. 516-741-5596

KELLY BENNETT: She is located in Burbank, California and has provided me with the best typing service I have yet found in all my years of business. 818-848-5566

MARSHALL BIRD: An old friend of mine from New Zealand. Marshall is as haughty and eccentric as they come but he is a well versed international attorney. He has law degrees both from New Zealand and the United States and if you are thinking about doing business in New Zealand, you could do a lot worse than to contact Marshall. Be prepared to pay him some money but he may guide you through the maze of the torturous New Zealand business climate. 011-64-9-418-4069

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SAM BISOR: An excellent marketing man, a far better strategist than even he realizes, he can write the ears of any health-related promotion. 804-973-1396

RAVEN BLEU: Raven was pictured in one of my newsletters and I also used her in a seminar we did on nude photography. She is a singer and she is one of the most wonderfully photogenic women I've ever met. You might want to contact her if you want to put some sex appeal in your advertising. 213-463-3230

MARTY BOLTAX: Owns Martin Paper Corporation; specializes in unusual printing paper for small to medium size printers. Many fancy stocks, plain and fancy finishes. Ideal for direct mail campaigns. 718-291-5588

THE BOOK CASTLE: A business, not a person, in Burbank, California. This is a remarkable archive of fascinating information you can tie into marketing. There are many issues of Life magazine, Playboy, Reader's Digest and many others that are decades old that can give you a glimpse as to where we were in the past and if you are clever, you can use this resource to document statements you are going to make about the past and the future and also you can develop some interesting segues into your current sales message. 818-842-6816

STEVE BROWN: One of the best marketing minds in the world. He created all those marketing tests. "This is not a misprint" ads. He has sold zillions of dollars of merchandise and I suspect he's made so much loot it would make me sick to know the actual degree of his success. I don't know if you can hire him. He might be open to extremely lucrative marketing ideas. Who knows. 516-997-8881

MADELYN BURLEY-ALLEN: This woman is one of my heros. She's a very classy black female M.D. spearheading a new way to fight drugs called "Wimpbusters". 415-574-1013

JIMMY CALANO: This is the majority owner and President of Career Track which puts on more seminars than any other company in the entire world. An excellent marketing guy, sharp as a tack. He may be interested in talking with you if you have a seminar that has potential for an enormous audience. 303-447-2323

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DON CAMP: His sister is actress, Colleen Camp, who is one of the stars of the Police Academy movies, Dallas, Apocalypse Now, etc. and she is married to Sam Goldwynn of MGM Studios. For this and many other reasons, Don is a pipeline to celebrities. He is also a world-class photographer and a great guy to brainstorm with for ideas on any subject. 213-281-6970

JOHN CARLTON: A world-class copywriter, a world-class conceptualist, a world-class strategist -- in fact, one of the half dozen best marketing men I've ever encountered. 213-376-1208

FRANK CAWOOD: One of the largest mail order advertisers in the nation. Mostly, he sells health books and you can see his ads, usually they are one column ads in major publications such as Parade and other newspaper-distributed magazines, all the tabloids and a variety of other publications. Very sharp marketing guy, very friendly, he's a good guy to know. 404-487-6307

VALARIE CHYRSSICOS: An excellent and savvy list broker located in Southern California. She has my highest recommendation. 714-752-2577

STUART COGAN: Stuart works primarily in the business opportunity area. Whenever I have an ad or need a mailing list that pertains to a project I am working on in that area, I always use Stuart Cogan. He is perhaps the most meticulous man I have ever met, is scrupulously honest and efficient and has my absolute highest recommendation. If you are selling something to the business opportunity market, you need to know Stuart Cogan. 714-673-2290

AL COHEN: This man owns Asian publications and if you are trying to reach the Asian market, I think you should be interfacing with this guy. 213-659-5020

NORM COOKE: This guy owns Abbey Tape Duplicators and I use him for nearly all my recording work. He does an excellent job of recording seminars and an excellent job of reproducing the tapes

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and so forth from that seminar. Good guy to know. Has my highest recommendation. 818-882-5210

JOE COSSMAN: A legend in his own time. Cossman is the author of the book, "How I Made a Million Dollars in Mail Order" and several others. Joe puts on seminars especially in Canada and his methods and ideas are inspirational and innovative. I highly recommend that if you have a chance to be exposed to his material, you won't let that chance slide by. 619-327-0550

LEO COSTA: Leo weighs about 258 pounds and has no body fat whatsoever. He travels around the world to learn different methods of growing ever bigger muscles. He lives in constant fear that I am going to whip his ass publicly one day but mostly when I threaten him, it would be a relief for him to know that I am only kidding. In any case, if you are trying to reach the health and muscle market, Leo Costa might be a good guy to talk with. 209-732-1863

SAM COX: Just about the best guy to buy coins from I've ever met. Owns Worldwide Treasure Bureau and has many other interesting artifacts that could be used in your marketing endeavors. 209-732-2252

DAVID DEUTSCH: A copywriter with 14 years experience. Recently quit as vice president of an advertising agency because he was continually told that no one reads long copy. 804-744-3906

DONNELLEY LISTS SERVICES: They have offices all around the United States. The one I have dealt with is located at Oak Park, Illinois. Donnelley is probably the major list compiler and as far as I know, has the largest mailing lists in the United States. If you truly are a mass mailer, you should know about their mailing lists and their services. 203-353-7000

GENE DOWDLE: A good old boy who knows more about selling cars than anybody I've ever met. If you're working the automotive market, you've got to be insane not to have some conversations with this guy. 404-497-9460

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LESLIE DUBBS: Les is into direct mail, space advertising and television production. He is an extremely nice guy located in Manhattan. He worked with me on the Vicki Lamada project. In fact, to tell the truth, he did a hell of a lot more work on the project than I did. A very savvy guy, utterly charming and nice, and if you have an idea for a TV show or something else that needs to be exploited, he'd be a really good guy for you to talk with. 212-370-5010

LORETTA DUFFY: This is an old girlfriend of mine who says she is writing a book about her life with me called, "No Day at the Beach". In spite of that, Loretta has developed into a really great copywriter and if you need some work done, you ought to hire her now, just before her price, I suspect, goes out of reach. 818-763-5652

MERRILL EICHENBERGER: Co-produces television shows with me and he has a thorough understanding of this medium. He is actively looking for new shows to shoot so if you've got an idea, give him a call. 503-643-7331

LEE EULER: Lee is the publisher of "Predictions Newsletter: and several others. He is one of the most gracious men I've met, very fair guy and his newsletters offer some advertising insert opportunities that have been very profitable to me when I have exploited those opportunities. If you are working the financial markets, you might want to use his mailing list and if you have an insert idea that you and Lee could both make some money with, I'm sure he'd be interested in talking with you. 301-951-3800

RANDALL EVENSON: Truly a wretched example of a human being. he is rumored to do terrible things to cats and other small animals with forks and other household objects. On the other hand, he is an expert in international business and if you want to take your business overseas and get into the European market, I suggest you call Randall. 213-603-9888 ext 226

TOM FENTON: Tom is the main man at Synchronal Inc. and Synchronal is one of the largest, if not the largest producer of 1/2 hour television shows. They are always looking for new shows and new producers. 212-840-6060

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JOHN FINN: An old friend and one of the nicest guys I've ever met. John has access to some unique mailing lists in the fund raising area. He also works as a copywriter's agent and reps about 40 copywriters around the country. An excellent guy with whom to network. 213-373-0743

SAM FISHBEIN: Sam was brain damaged in a bicycle accident when he was looking at an extremely large set of hooters. Perhaps this derangement is responsible for his excellence as a copywriter. He and his wife, Leslie, own Leslie Fine Furniture, and Sam is one of the best marketing minds and copywriters I've ever come across. Always open to new ideas and a heck of a nice guy. 303-778-6400

JAY FLANAGAN: Remember "The Lazy Man's Way to Riches" by Joe Carbo? Of course you do. Well, Jay Flanagan manages that property now and several others in the area of horse racing and so forth. A prominent figure in the area of mail order publishing. 714-897-8772

RUSS GALEN: He is the literary agent for Robert Allen, the man who wrote "Nothing Down" and is one of the most pleasant people in this area I've ever talked with. I'm almost embarrassed to call him now because I am so overdue on a book I had promised to have finished already. 212-245-5500

VALARIE GILBERT: One of the most helpful newspaper reps I've ever met. She works for the LA Times and if you want to advertise there, you'll really want her on your side. 213-237-7460

DAVID ROBERT GREGORY: I don't know him but he says he can create convincing, on-target, response boosting copy at a very reasonable price. Hmmmm...maybe he can. 805-529-1300

RICHARD GUYER: He owns International Direct Response, Inc. This man is a direct response insert media specialist for the business, consumer, educational, government and professional market places. What he specializes in is ride-along media. I'm going to give this guy a test run myself...sounds interesting. 215-688-6868

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LADAIR GUZMAN: He writes musical ads (jingles) and also does video work including formatting, directing, producing, all the way through post-productions. 801-973-4471

VIC HADOFF: Vic is truly an old pro. One of the nicest guys I've ever met. He stood right by me all through my Boron problems and I couldn't have more respect for this guy. He is a mail order publisher and he also works in the area of diet. I don't know exactly what he is doing now, but if you have something that you and he could work together on, I am sure he would like to hear from you. 714-774-8772

DENNIS HASLINGER: Mentally twisted, emotionally retarded and rumored to be impotent. (Actually none of that is really true, he's really a pretty good guy but it is hard for me to praise him because he is so much more organized and financially successful than me.) My ex-partner in the coat of arms business, he is probably a good guy to call if you need funds to roll out a tested mail order idea or if you have a heraldry idea. 216-867-5880

DENNIS HATCH: Publisher of the newsletter, "Who's Mailing What" and a directory of the largest mailers in the United States. 203-329-1996

KYLE HUNTER: The best guy there is for getting out tear sheet mailings. 714-646-7008

NANCY JONES: Probably the best all-around newspaper buyer on earth. 813-538-9297

ROBERT H. JURICK: Owns Fala Direct Marketing, Inc. He has a book called, "Should I Personalize?" which will tell you how to determine whether or not to personalize your direct mail piece. Better get in touch with this guy. 516-694-1919

MARTY KANIGER: Marty is the lead singer in the band, "Big Daddy". This group would really be excellent at any kind of fund raising event or any place where people would respond to being

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entertained by a very interesting parody of today's Rock and Roll hits. 213-394-8609

DREW KAPLAN: A brilliant marketing man and the most successful student Joe Sugarmann ever had. Drew publishes the DAC Catalog of Toys and Gadgets. 818-342-3923

DAVID KEKICH: This guy takes companies public, he finds private companies who want to go public. Specializes in pre-registration corporations and blind pools or blank check companies. 814-255-6005

SAM KENDES: Sam's appearance reminds me of the late Hogey Carmichael with a hangover. Sam is truly a nice guy, a very savvy marketing guy, he is the guy who started "CASI" which stands for Computer Amazement Systems, Inc. Sam is the guy who started the craze of sticking the TV camera in people's faces and transferring that image to t-shirts and other items. 212-929-8355

SHAUN KENNY and K.T. SATURN: These people broker transponder time to anyone who wants to uplink either video or audio programs over communication satellites. How about that? 201-996-4000 or 201-707-1800

KEN KERR: Ken is a world-class product and package designer. He's worked at the Epcot Center, with the Smurfs, with Hanna Barbara and so forth. A superb artist and someone you want to talk with if you need a product or package design. 619-456-0823

PAT KETCHUM: Eric Weinstein tells me this lady is one of the best printing buyers and product experts in the world. 305-361-5349

JIM KINCAID: Jim is a direct mail production expert. He's in the Los Angeles area. You should contact him if you have a large direct mail campaign and get his quote and a run down of his services. A very valuable guy to know. 818-982-3720

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FRANK KOVACS: A TV production expert. He is so meticulous when he shoots TV programs and commercials, he drives me crazy. But I tell you what, you won't find a better guy to shoot your shows. 213-475-1905

PHIL KRATZER: This is the guy who really has the classified advertising network that Marvin Pursinger fantasized about. 214-352-0612

NANCY LANGSTON: Nancy is one of the principals of Media Arts which is one of the major players in 1/2 hour "sell-a-vision infomercials". These people are big time so don't bother them unless you are for real. The way to work with them is to go ahead and produce your own show, put it on the air, get some good local numbers and then contact Nancy and tell her what it is all about if you need money to roll out. 703-749-1480

ROGER LARSON: This man has worked in direct marketing seminars with Joe Cossman. 213-464-0210

BECKY LEBEAU: This woman has hooters you won't believe. She was voted best chest in the West. I've used her whenever I needed to add a little sex appeal in my advertising and maybe you should consider it too, if you have the same needs. 213-276-5007

LESTER LEVENSON: This man says he has discovered the secret to completely eliminate stress from your life. Merrill Eichenberger is currently shooting a 1/2 hour television show about what this man has discovered. Also, his discovery is supposed to help you unlock your creativity. I've talked to him on the phone and he seems a savvy guy. 602-264-0123

BUCK LEVINE: This man owns Mailing Lists of Southern California which is a Santa Monica company that is a vendor of exactly what its name implies. 213-829-1745

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MIKE LEVY: A major producer of "sell-a-vision infomercials". His show, "Amazing Discoveries" is the hottest thing around on TV right now. 213-455-1428

DON LEWIS: This man owns Don Lewis Advertising which is one of the very few companies I have encountered that I can honestly and whole-heartedly recommend to buy television time for you. 818-841-4070

ANDY LIMBER: His company, I believe, is Spectrum Communications and Andy is an absolutely world-class producer of television commercials. 602-264-3535

CLAYTON MAKEPEACE: One of the best copywriters in the world and probably the best when it comes to selling coins by mail. 904-932-9352

LEE MARCUS: This man is an in-person salesman, a copywriter and a marketer. He's also a graduate of Jay Abraham's first protege class. 214-503-8770

BRUCE MCCLENEHAN: A client of mine for many years and he has always treated me right. This man has the will, the clout and the money to roll out on any tested commercials. If you want a really big time guy to bank roll and move on your tested direct mail promotions, this is the guy to talk to. 702-363-3148

JOE MCMANUS: He owns Pro-Lens Productions. He's got 30 years in the video business and specializes in buying TV time and creating advertising. 714-861-4078

BOB MITCHNAL: Bob is a major player in the direct mail diet field. If you have something hot along those lines, I am sure he would love to hear from you. 404-446-6023

LISA MORRICE: Lisa is a first-class writer. She is good at writing advertising, she's the woman I chose to write the "Larry's Way Diet Book" and I can whole-heartedly recommend her

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for her pleasant personality, her enthusiasm and of course, her great skill. 213-398-5147

JOHN P. MUSKAT: President of Graphic Sales Advisory Group. This man is an international printing broker who has a network of over 33 major printing establishments worldwide. He was recommended to me by Ken Kerr, a man who I have learned to admire and trust. 213-721-3376

RICK NEISWONGER: Rick has a company called "PVC" - Property Valuation Consultants. Rick is one of the most consummate salesmen I've ever met. He talked at my Century Plaza Seminar and he was one of the most magnetic speakers I've ever heard. As I said somewhere else, I nearly had to take a crow bar to pry the audience away from him. He sells through a combination of editorial-type ads, a sales video starring Eddie Albert and personal telephone calls. I don't know how exactly you could work with this guy, but if there is any way that you need an objective dovetail, he has my highest recommendation. 314-997-5500

CHRIS NEWTON: A superb world-class marketing man from Australia. This guy puts together something in the little world of Australia that can make megabucks in the big world of the United States. He publishes and writes "The Results Report" and you absolutely should get it and read every word of it just like I do. 011-61-7-870-3700

MARK NOLAN: He's a list broker said to go the extra mile. I bet he does because he's been recommended for this "Who's Worth Knowing Issue" by four different subscribers. 916-723-3070

JACK OLDSTEIN: Jack is a first-rate list broker. I can't imagine anything about mailing lists that Jack doesn't know. He's one of the few people who I can breathe easy and give my very highest recommendation. 212-677-6760

MILES PATRICK: Miles is a professional photographer who delights in taking pictures of naked women. If you need pictures of naked

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women for some reason or another, this is the guy to contact. 213-653-8844

MIKE PAVLISH: Mike recently got married and he still lives in Ohio. This gives you an idea that maybe he's not so swift mentally, (I don't mean because he got married, I mean because he chooses to live in Ohio). Aside from that, he really is one of the most industrious copywriters in the country. Give him an assignment and it'll get done on time just like he promises. 216-467-2837

BRAD PETERSON: This guy is a young copywriter I've had my eye on for a couple years. He is now maturing into doing exceptionally good work. he can still be had at a reasonable price. If you're interested, you better hurry because I intend to gobble up a lot of his time myself. 213-542-8410

RUSS PHELPS: Here is another man recommended by Ken Kerr and this man, Russ, is a direct response copywriter. 213-608-1064

DOMINIC RAZZANO: I've worked with Dominic for a while and he's kind of an interesting guy. He's a pipeline to Frank Sinatra so if you've got something that would be of interest to "Old Blue Eyes", this is the guy to call. 818-790-2809

CHASE REVEL: A world-class marketing genius. Founder and President of Entrepreneur magazine. Chase and Blade Thomas have now teamed up to form a copywriting team and I cannot imagine a better team any place in the United States. If you want first-rate, top people and you can afford them, call Chase Revel and/or Blade Thomas. 213-572-1380

ATWOOD RICHARDS: This is not a person but rather a company. Atwood Richards is the biggest barter company in the world. They do things like barter steel from one nation for automobiles from another. They even own, and it's somewhere in pieces in the bowels of New York, the Eiffel Tower Restaurant. If you have something to barter, I mean something worth millions of bucks, not garage sale stuff, contact these people. 212-490-1414

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ROGER RICHMAN: Roger is an L.A. attorney who has a unique specialty. He represents the estates of dead celebrities. Therefore, if you want to use the image and likeness of W.C. Fields or someone like that in your marketing promotions, get hold of Roger. As a matter of fact, if you don't get a hold of Roger and use them anyway, you may meet him another way which is in the courtroom. 213-276-7000

FRANK ROBINSON: A really neat guy who has been around for a long time. He did the "Dream Away" diet commercials. Right now, he's running the commercial I worked with him on featuring Nancy Kwan from the "World of Susie Wong". Frank is also heavily into retail stores across the country and is one of the savviest guys you are ever going to meet when it comes to roll out marketing. If you've got a big project that might interest such a player, give him a call. 818-989-5760

GARY ROGERS: This guy is the head of International Television Productions and he sends crews all over the world. He is rumored to give you economy of operations with true professionalism. 801-561-0436

RALPHIE ROMERO: She's an advertising rep for The Keynoter Newspaper which must reach a total of several thousands people right here in the Florida Keys. I can't imagine why you would ever want to take an ad in this publication unless you live here, but if you do, she's the lady to talk with. 305-743-5551

WILLIAM A. ROYALL: This is the guy who specializes in those fake federal express and other high impact envelopes. Bill is an exceptionally smart, savvy person. Unfortunately, he's another of those creatures who goes around continually bitching because he knows he'll never be as good looking as the Prince of Print. 804-741-8965

THE RYBOVICH FAMILY: These people have nothing to do with marketing, but just in case you are interested, they build the finest sports-fishing boats in the world. 407-842-7375

JOHN SAUNDERS: He owns London Coin Galleries in Southern California. London Coin Galleries has some of the most unique promotional coins I've ever encountered. One of them is a

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miniature $20 coin piece that hyped the gross of several of my promotions. 714-582-3481

BOB SERLING: This is a copywriter who writes hard-hitting, persuasive copy. Right now, you can get him at bargain basement cheap rates and he unconditionally guarantees his work. Give him a try. 818-761-2952

VICTOR SHIFF: Victor is another one of those guys to bitch and moan because he knows he'll never be as good looking as Guru Gary or have such a finely-tuned macho body. On the other hand, Vic is a world-class copywriter, rock solid and dependable. A true professional. 516-798-4613

SID'S TYPEOGRAPHY: They are located in Los Angeles and far and wide, they are the best typesetters I have ever worked with. If you are in the L.A. area get your typing done there. Don't even consider anybody else. And if you live outside the L.A. area and you've got a fax machine, you probably still should use them. 213-839-2491

MIKE SIEWRUK: I don't know him, but he has been recommended for this issue and he has a commercial print/mailing house. We need to know about all these guys we can find. There's not enough good ones. 813-443-1331

BRIAN SMITH: A true pro and a mega player in the financial newsletter industry. He's always looking for good copywriters but don't contact him unless you are damn good. Writing direct mail promotions for financial newsletters is the most demanding type of copywriting you could ever do. However, if you've got the stuff and you can go head to head and compete with the likes of Gary Bencivenga, call Brian. 212-971-3300

ELKE SOMMER: Elke is one of the few celebrities I ever met that seemed to me like she was a pretty nice person. Probably that's because I don't know her well enough. However, just in case she really is a nice person and you can use her in some marketing programs, you might call this number and see if you can work something out. 213-550-0783

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RICHARD SPRING: An enterprising, hustling young man always working on a variety of projects. If you've got money to spend or ideas to promote, and you don't know what else to do, give Richard a call. 202-223-5666

DEBBIE STANLEY: List broker with Craig Huey at Infomat (knowledgeable about financial lists). 213-212-5727

MARVIN STESSEL: This man eats L.S.D. mushrooms three times a day. He hallucinates almost constantly. He lives in a rarified atmosphere that we mere mortals will never know. He is a world-class copywriter, a brilliant graphic's artist, a great conceptualist and a wonderful guy to brainstorm with. Has my highest recommendations but just be prepared for a wild ride. 416-764-8439

MARK STODDARD: President of the prestigious Jefferson Institute and all around nice guy and someone who can really get things done. 801-489-3691

BEN SUAREZ: I have always believed Ben was a total madman and I think he thinks the same about me. In any case, I'm right and he's wrong but he is truly a world-class marketing guy. Give him the right set of circumstances and he'll move so fast you won't believe it. He's a good copywriter, but you can't hire him. However, if you have a project and want to work with someone who will roll it out, give him a call. 216-494-5504

JOE SUGARMAN: One of the very few people who actually qualifies for the word "legend". Joe is the guy who put together the legendary electronics gadgets "JS&A Catalog" that you used to be able to find in every airplane seatback. He's also the guy who sells something like 150 million pairs of sunglasses a year. He's innovative, talented, and I could say a world of things about him but the only way I can think you might work with him is if you had some really interesting item and you needed a genius to promote it. Don't call Joe unless you are big league. By the way, Joe has a million Bat Man credit cards he doesn't know what to do with. I am sure he'll be glad to hear from you if you can tell him what to do with those. 702-362-6667

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ROBERT SWINEHART: I'm only including him because I love his name and because he's a guy who teaches boat handling in the Southern California area. He has no real reason for being in this thing - but I am putting him in it. After all, it is my newsletter. 213-833-6257

TELELINE: This is the telephone entertainment network specializing in 900 number technology. You can use this company to help develop and create programming, electronic couponing, credit card verification and they can also automate out-bound dialing. 213-930-2260 ext 226 or 202

RON TEPPER: One of the principals in the public relations team that brought the Beatles to the United States. Ron is an expert in P.R. and if you need this kind of stuff done, you ought to give this guy a call. 213-534-2082

BLADE THOMAS: Blade is a world-class copywriter and marketing person and the other half of the team of Revel and Thomas which I consider probably the best marketing team of today, (except, of course, for Gary Halbert and John Carlton). Blade and Chase are expensive as hell but worth every penny. 213-572-1380

VIDEO IT, INC.: These people have an editing bay which is a place where you can do the post production of your "sell-a-vision" shows. 213-876-4055

PAUL WEBB: He's been around since the days of Adam and he has a lot of TV time that you can get at bargain rates if you talk with him. 818-864-0704

ERIC WEINSTEIN: Probably the best list broker in the world. 305-481-9400

JOSEPH T. WHITE: This person claims to be the Nancy Jones of TV advertising time. He has 5 years of actual TV sales and 6 years of management. He's got all kinds of things he can do and he sounds to me like a very useful guy to know if you have anything to do with television. This is another fellow I am going to test run myself. 212-570-9862

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JACKIE WICKS: If for some reason you need to place a commercial on WFFG Radio in the Florida Keys, Jackie is the person to talk to. 213-743-5563

LEW WILLIAMS: Owns "Post Haste Publications" which produces Zip Clip, a complete direct mail and mail order clip art library. This is a really neat service and a great way to get el-cheapo outstanding graphics for your direct mail marketing efforts. 214-227-5326

MARK WILLIAMS and JERRY TATMAN: Together they own Spectrum Direct Marketing. They are an exceptional computer service, bill and letter shop. These are two honest and dynamic fellows (so they say). 213-949-8112

LISA WINER: An advertising rep for Investor's Daily. 213-207-1832

KEITH D. YATES: Graphic designer. He's currently teaching advanced computer graphics and has been involved in direct mail fund raising. 214-841-3553

GEORGE ZANGAS: George is a true lunatic. The problem is, he is so damn strong, you can't tell him that to his face, (do not tell George that I have made these remarks about him!) George works the power lifter market and he sells these masses supplements and vitamins and so forth. If you've got anything to do in this area, he's a major player. 213-519-7111

Whew! That was quite a list, wasn't it? OK, now listen: This is my first attempt at anything like this and I am dead solid certain I have goofed up and totally forgotten to include several people who should be in this issue. Also, since people change, a few of the people on this list will undoubtedly metamorphisise into human scum and I will have to drop them from next year's list.

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Also, I'm not going to be able to proof read this issue because it's so busy over here my staff can't get a FAX to me. So, if I've made a few blunders here and there, I ask your forgiveness. After all, nobody's perfect.

Not even me.

Sincerely,

Gary C. Halbert
Voyeur Extraordinaire

P.S. This jet lag is murder. I've been through 10 (ten!) time zone changes since I left my home in the Florida Keys and I've got six more to go before I get back!

(305) 743-5291

THE GARY HALBERT LETTER
SUITE 4
5701 OVERSEAS HWY.
MARATHON, FL 33050

From:
Marathon, Florida
Wednesday, 10:26 a.m.
June 13, 1990

Dear Friend & Subscriber,

Boy am I glad to be back in the good ol' US of A!

France was wonderful, the people were great, the food extraordinary, the weather outstanding, the beaches filled with feminine "eye-treats," the atmosphere electric with stars and other creative people from the movie industry and so on. But you know what? I don't care. I like it here. In fact, I love it here. The USA where the signs, the menus and most of the conversations are in English! Where I can buy a bottle of shampoo without a translator. Where (at least here in the Florida Keys) the water is warm (82°) and clear and my friends, my family, my dogs, my cats and even my employees ... all seem glad to see me.

I'm back, I'm back, I'm back. Goody, goody, goody, goody.

Now to business. Last month's issue, "Who's Worth Knowing," has created a flood of letters to my office from people thanking me for including them and telling me they are already hearing from prospective clients and buyers of their goods and services. This makes me very happy. I plan to make "Who's Worth Knowing" an annual event and next year I'm going to do it in book form and include more fine people and maybe even photos. However, as I expected, that issue did contain a few blunders because my staff couldn't get a fax to me in Cannes and so, I wasn't able to proofread the issue before it went out.

First off, to my embarrassment, I left several people out who should have been included. One of them was **JERRY BUCHANAN** who publishes the Towers Club, USA Newsletter. Jerry has been publishing his truly excellent newsletter since 1974 and I am currently in the process of reading every word of every back

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issue he's written. His newsletter is utterly fascinating and of enormous value. Jerry's info has my highest recommendation and his phone number is **(206) 574-3084.**

My apologies, Jerry.

Another person I owe a big apology to is **TRACY TILSON** who has been teaching "How to Get Free Advertising" at my seminars. Her talks are always fascinating, informative and valuable. She's an excellent PR person and you can't go wrong by calling her if you need a publicity expert. **(407) 241-2708.**

I also should have included several other people I'm not going to mention here but who will be included in the next issue of WWK. Forgive me folks, I'll make it up to you.

And, if that ain't enough, I gave the wrong telephone number for **JOE SUGARMAN** (the right number is **(708) 564-7000** and I mixed up Madelyn Burley-Allen with Vida C. Baron, M.D. Now, let me see if I can get this straight.

VIDA C. BARON, M.D. This is the woman who is one of my heros. She's a very classy black female M.D. spearheading a new way to fight drugs called "Wimpbusters." Also, if you call her, she will send you some very interesting (and free!) info on how to reduce stress. **(800) 247-5900.**

And who is the real **MADELYN BURLEY-ALLEN**? She's also a very classy lady who has forgiven me (I think) for confusing her with Dr. Baron. Madelyn has a company called Dynamics of Human Behavior which sells a fascinating collection of books and tapes on improving business and personal skills.

I highly recommend you call her and get her current catalog. Great stuff! **(415) 574-1013.**

Looking for a list broker in L.A.? Try **JIM THULIN** at **(213) 930-1919.** And... and... and... aw nuts, I'll make the rest of the corrections, addition and deletions the next time I publish WWK.

OK, thank you for your patience. And now, as a reward, I'm going to reveal unto you, how to use two enormously powerful money-making tools. The first one is...

CONCENTRATION!

Hark unto me. Many years ago, when I was selling the Americana Encyclopedia direct to the public, one of the ways we did it was by making and following up on phone appointments. As a rule of thumb, the numbers involved went something like this:

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- You had to dial the phone 64 times to get 32 people to answer. (I believe in hanging up after the 4th ring.)

- Of the 32 answers, 16 of those people would let you complete your phone pitch which was selling an appointment.

- Of the 16 people who would listen to your pitch, 8 of them would actually make an appointment with you to see them later that evening.

- In the evening, when you went out to call on your 8 appointments, only 4 of them would let you into their homes. Most of the "burn offs" came from husbands who said their wives should never have agreed to let you come out to the house.

- Anyway, of the 4 of them who let you into their homes, three (3) of them would actually let you make your pitch.

- And, as a rule, every three pitches would lead to one sale!

Not bad, actually. At least from a numbers point of view. Work this plan diligently five days a week, week in and week out and you would average 5 sales per week. At a commission rate of about $100.00 per sale, you'd make about $25,000 per year.

Not bad for 1967.

But get a load of this: There was one salesman working for Americana who did not make his telephone appointments himself. No, he would have this part of the work done by women he would hire for this purpose. However, after they made eight appointments for him for that evening...

HE DID NOT CALL
ON THOSE APPOINTMENTS!

What he would do is, he would wait until the next day and then have his telephone ladies call those people again and say something like this...

> "Mr. Jones? This is Mrs. Smith calling again. I want to apologize for Mr. Salesman. He wasn't able to get to your house last night because his schedule got too jammed up. However, he promises he'll be there on

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time tonight and I'm wondering... would 7 o'clock or 7:30 be best for you?"

OK, now what would happen is that roughly half of those people would sit still for another appointment and the other half would say they had changed their minds and please don't come out to the house.

Do you see what this guy was doing? He was fixing it so that he only went out to pitch people who had twice consented to an appointment. This means that (1) his rate of rejection which is ego-bruising and emotionally draining was cut down to almost nothing and... (2) his closing rate went way up because he was only pitching the "best of the best" as far as prospects were concerned and... (3) he had time to make more pitches every evening because he wasn't wasting time driving out to homes where he was not welcome.

Probably doubled his income.

What can you learn from this? Plenty. You've probably heard about the 80/20 rule nearly all your business life. It says that 20% of your prospects yield 80% of your sales. And it's true! Listen, if you own your own company or, at least, you are sailing the ship, I don't know what "you think" your job is but...

WHAT YOUR JOB REALLY IS, IS TO SELL STUFF!

Let's say you have a company that sells consulting services and let's say that most of your prospects come to and are "sold" in your office. OK, ideally, your entire week should consist of tightly scheduled appointments, one right after the other. And listen, you can arrange this. What you have to do is stop doing all that "donkey work" that you bury yourself in when you want to "hide out."

Let me tell you something, Buckwheat... if you ain't selling, you ain't working. Oh sure, you can fill your days with "activity" so that it "looks" like you are a human dynamo but... even though others may see you as a righteous hard worker... deep down in your dark little soul... you know (if you're not selling) that you are flaking off. Now, isn't that right?

Don't you do your prospecting yourself. And don't let your other star salespeople do it either. Prospecting and cold calls will...

BURN YOU OUT!

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Rejection. Rejection. Rejection. Give anybody enough of it and it will damage their very most precious asset... their enthusiasm.

Let direct mail do your prospecting. Let TV do it. Let magazine and space ads do it. Let radio do it. Let classified ads do it. And beyond that, let your "less than star salespeople" do it.

Here's another useful (and true) story from my encyclopedia days: There was a sales trainer in Michigan who got tired of dealing with the reluctance of new trainees to go out and knock on doors even if they had an appointment. So, what he would have his new people do is, he would first have them make his daily ration of eight appointments for him. Then, he would have the trainee accompany him while he made sales calls on those eight appointments. And right before that trainee's eyes, he (the sales trainer) would make hundreds of dollars...

FROM THE APPOINTMENTS MADE BY THE TRAINEE!

This would go on, day in and day out, until that new trainee was practically frothing at the mouth to call on those appointments himself. And, my friend, when those trainees were finally let loose upon the unsuspecting world... they sold up a storm!

A related story: A few weeks ago, I was talking with Bert Rhine, a TV producer who did some work for nite clubs like Solid Gold and Pure Platinum. You know, those kinds of clubs, don't you? That's where incredibly beautiful women strip completely naked and then position themselves in outrageous postures for your viewing enjoyment. (Oh, forgive me, I forgot to whom I was writing. Of course, as one of my valued subscribers, you couldn't possibly know about those kinds of clubs.)

But anyway, I asked Bert how they went about getting all those gorgeous women to do that kind of work. The answer was very surprising. See, what they do is, they don't hire them to be dancers a lot of the time. No... they hire them to be waitresses. And then, night after night, all these pretty waitresses are working their buns off for coolie wages while...

THEY WATCH THEIR SISTERS UP ON STAGE MAKING HUNDREDS (OR SOMETIMES) THOUSANDS OF DOLLARS EVERY EVENING!

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And sooner or later they get to thinking: "Hey, I'm prettier than that bimbo on stage. Why should she get all that loot and why should I work for peanuts? To heck with this nickel/dime waitressing, I wanna be a dancer!"

Neat prospecting technique, eh?

Listen: In my business life, you know what I love best of all? Where my soul really lives? It's teaching. Up on stage. At seminars. And, because I'm so enthusiastic about it, I keep getting better and better at it. I give it everything I've got and, it seems to pay off. Last month, for example, I gave, along with Howard Ruff and Mark Stoddard, the highest-rated seminar in the history of the Jefferson Institute.

I'm very proud of that. I have letter after letter from my seminar attendees telling me how they appreciate me and all the individual attention I gave them and how they've used what I've taught them to make huge wads of money.

Heady stuff. I love it. But, as you know, my seminars are expensive. They range from $3,950 to $6,250 and the attendees have to pay their own expenses. Now, can you imagine how burnt out I'd be if I had to go cold-calling via telephone or in person to people who've never heard of me and try to sell them on coming to one of my seminars? It would be exhausting. Too, too draining.

So what I do is, first... I run ads to sell my book, "How to Make Maximum Money in Minimum Time." This book, as you know, is mostly a collection of back issues of this newsletter and I make it as easy as possible for a person to buy it. The price is very low ($19.95) and I let people pay with a postdated check or else I hold their credit card charge 30-days before I process it.

Now, here's the thing: When people order my book, it puts them in the "Gary Halbert pipeline." (Some of them, at least.) See, that book is like a big knife cutting through a sea of humanity. Some of the people who get it (the losers) don't like my utter confidence or the fact that the book doesn't deliver some sort of "magic money chant." On the other hand, many of the people who read the book just can't believe how factual, informative and practical it is. I get letters every single day from people who love this book and guess what?...

MANY OF THOSE BOOK BUYERS
GO ON TO BECOME SUBSCRIBERS,
LIFETIME SUBSCRIBERS,
SEMINAR ATTENDEES AND SO ON!

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So, selling my book at a very low price is how I make my cold calls. I do it in magazine and newspaper ads and I'm about to do it on TV and via direct mail.

My friend, there is a lesson in all this for you. First, sell only quality. Secondly, don't burn yourself out doing your own cold calls. And thirdly, offer a hugely valuable but low-priced item (like a report or maybe a sample of your products and services) that puts people into your pipeline. And then, you are ready to employ the second powerful money-making tool I want to mention in this issue which is...

ASTONISHMENT!

Here's what I'm talking about: After you've sold your prospect, what you should then do is astonish him! Astonish him with how much you give. How much you are willing to serve him. Astonish him by giving him products and services he didn't even pay for. Don't go the extra mile... go the extra thousand miles!

Does this pay off? Let me tell you something: When someone buys my "Maximum Money" book from me, I immediately send them a dollar bill letter that sells them on the idea of reading my book immediately and telling them I hope to be able to help them more in the future. This dollar bill letter does not ask for more money. No, it merely thanks them and reinforces their good judgement in deciding to order my book. And what does this letter do to my book buyers? Very simple...

IT ASTONISHES THEM!

It astonishes them that I immediately took the time to say "thank you." It astonishes them that I offer more help. It astonishes them that this is not a sales letter.

And guess what? When they get my book that astonishes them too! With all the details, all the genuine inside secrets, all the enthusiasm, all the specifics... names, addresses, phone numbers, etc. Look, I'm not trying to sell you my book here. Most of you already have it anyway. What I'm trying to "sell" you on is the idea of you conducting your business the same way I conduct mine.

Give! Give! Give! Give.

I'm telling you, it comes back. At last month's seminar at the Jefferson Institute, I gave everything I had. So did John Carlton, Mark Stoddard, Howard Ruff, Nancy Jones, Tracy Tilson

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and the other great instructors. The people couldn't believe what they got. All that info! All that caring! All that individual attention! In other words...

THEY WERE ASTONISHED!

But did it pay off? Other than from a "satisfaction" point of view? You bet it did! In fact, so far, 80% of the people who went to that seminar have become lifetime subscribers to this letter! And that translates to... money, money, money, money.

Look, if you don't know me very well, you could get the wrong idea about this issue. My purpose here is not to brag or sell you on my Max Money book or one of my seminars. No, what I am trying to sell you on is a "mindset" that dictates that you treat your good customers as though they were kings and queens.

Try it. It'll make you feel like a Prince!

That's it for this month. I love you all and... DAMN... I'm glad to be back!

Sincerely,

Gary L. Halbert

Gary L. Halbert
100% American

P.S. My "Seminar-by-the-Sea" is pretty much sold out but two of the people who signed up now have to cancel for personal reasons. I can't promise anything but, if you've made a last minute decision that you'd like to come, you might want to call us and see if those two slots did, in fact, open up. The number is (305) 743-5291 and you should ask for Wanda or Karen. Thanks.

(305) 743-5291

THE GARY HALBERT LETTER
SUITE 4
5701 OVERSEAS HWY.
MARATHON, FL 33050

From:
Marathon, Florida
Thursday, 3:08 p.m.
July 19, 1990

Dear Friend & Subscriber,

Image.

You need to improve yours. That's what everyone says. There are books that tell you how to do it. Classes too. Even seminars.

But you know what I teach people at my seminars? It is this: Improving your image is fine but, the main thing you need to do is...

YOU NEED TO IMPROVE YOUR SUBSTANCE!

Concentrate on making your product or service better. Make it as good as you possibly can. Strive ever and ever to...create more value! Value sends out ripples of positive karma throughout the marketplace and the reverberations of same come back to you in satisfaction, self-esteem and a never-ending river of mucho fungolas.

Let us get practical. In my last seminar (the "Seminar-by-the-Sea"), I revealed a virtually fool-proof formula that could be used by almost anyone in the audience to very quickly make huge wads of money. And you know what? This formula could also be used by you if you could somehow persuade me to reveal it to you in this newsletter.

What's that? You say I damn well better reveal it? You say that's what you subscribed to this letter for in the first place? You say I should stop screwing around and get on with it?

OK, OK, don't be so testy. Here's the scoop. Look, let's pretend for a moment that, right now, you don't have a product and you're looking around for something to sell. Well, if that's the case and you come to me and ask my advice, it will almost always be...

SELL PAPER AND INK!

I'm talking about newsletters, books, special reports and so on. In fact, in the 12/5/87 issue of this newsletter. I revealed exactly how to create such a product. That information also appeared in Section 2 of my book, "How to Make Maximum Money in Minimum Time."

In any case, let's say you do want to create such a product but you want to make sure it will sell like hotcakes. Let's say, for example, that you have decided to sell a book or special report on how to buy cars, boats and houses from the U.S. government at dirt-cheap prices. What we're talking about here is all the "inside tricks" of going to government auctions and making acceptable "low ball" bids on merchandise that has been seized from drug dealers and other criminal scum.

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There's lots of books and special reports on this subject and...

THAT'S GOOD!

It's good because it proves there is a hot market for this kind of info. Listen: Don't be afraid of competition. If you create enough value (as I do in my newsletter and seminars), then, there is no competition! You see, what you are about to learn here is how to create a better, much more valuable book or report on this subject and also...how to create a better, much more valuable (and virtually fool-proof) advertising campaign to sell this improved product.

STEP 1: You must get every other ad you can find that offers such a book or product.

You can find these ads in all the tabloids like the "National Enquirer," "Midnite Globe" and so on. You'll also find them in the opportunity magazines such as "New Business Opportunities," "Entrepreneur," "Income Opportunities," "Wealth Secrets," "Salesman's Opportunity," etc., etc., etc. You'll also find such ads in local newspapers, real estate magazines and, if you are on the right mailing lists, you'll find a lot of these "seized property" pitches in your mailbox.

And don't forget the classifieds! There are at least a half-dozen guys selling hundreds of thousands of books and reports on this subject through this medium. (By the way, if you want to explore the opportunities in classifieds, you should call **John Eger** at **214/352-0612**. (John spoke at my last seminar and he is a very knowledgeable, very helpful and very likable guy.)

So anyway, as I said, the first thing you do is get your hands on as many direct mail promos and space ads as you can that are offering books and reports on how to buy merchandise that has been seized by various government agencies.

STEP 2: You must order each and every one of the books and reports offered by the ads and direct mail pieces.

Look, don't you fight me on this. This is some of the cheapest and most valuable research you can ever do. You know, after you've done everything I've suggested so far, you'll probably have spent less than $300 on all this material.

STEP 3: You must go through every book and report you receive in the mail and extract out every nugget of info you find.

Put each individual piece of info on its own separate 3x5 index card. By the way, by the time you are done, you should have hundreds of index cards. What you are going to discover is that all of these books have a lot of material that overlaps with all of the other books. That's the nature of the beast. However, each of these books and reports will probably have some unique material that none of the others have.

OK, so now what you do is, you use all this "ammo" to create a super book or report that contains every single nugget of good info that is found in all those others. What you will have when you are finished, is the most comprehensive body of info possible on this particular subject.

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But wait! We're not finished yet. Not by a long shot. What I want you to do after you've done all this is, I want you to go back and re-read that back issue of mine I mentioned earlier, the one dated 12/5/87. Also, you should go back and re-read the issue dated 4/6/89. Both of these back issues will give you detailed, step-by-step instructions on how to come up with "unique twists" when you are working on a project like this. And, of course, what you do with these "unique twists" is you add them to your already comprehensive manuscript to make it even more valuable.

What's that? What are my pore ears hearing from you? You say all this seems like an awful lot of work? Don't despair. It's not that much work. Besides, the amount of money you can make on a project like this can make the time and effort you put in the project seem truly insignificant.

Also, if you so choose, you can hire someone to do all this for you. Someone like **Lisa Morrice (213/398-5147)** or **Brad Peterson (213/542-8410)** or **Loretta Duffy (818/763-5652)** or perhaps any of a dozen talented writers who advertise their services in "Writer's Digest."

Whatever. In any case, let us assume for the moment that you have followed all these directions and you now have a super duper report on how to get dirt-cheap houses, boats and cars that have been seized from drug dealers, etc. What's next? What's next is, you are now going to improve the substance and value of your offer. Here's what you are going to do:

1. You are going to get a celebrity to "star" in your advertising.

2. You are going to hold all checks, money orders and credit card charges for 30-days before you deposit or process them.

3. You are going to offer a conditional double-your-money-back guarantee.

Let us discuss all this. First, how to go about getting a celebrity to star in our advertising. Well, I gave exact and explicit instructions on how to do this in the 9/1/88 issue of this newsletter (that info also appears in Section 4 of my "Maximum Money" book). Therefore, the first thing you should do is re-read that issue. However, to get you started right now, you can...

Call DON CAMP...213/281-6970
Call INGLES, INC....213/852-0300
Call THE TARKENTON SPEAKER'S BUREAU...404/231-1132

All three of the above are pipelines to celebs and can discuss your needs with you intelligently. What you want is a celeb you can feature in your ads and on the cover and in the forward of your book or report. You want the right to use the celebrity's picture also, not just his or her name. OK, let's say that without a celebrity, the headline of your ad reads something like this...

HOW TO GET CARS AND HOUSES
THAT HAVE BEEN SEIZED
FROM DRUG DEALERS AND OTHER CRIMINAL SCUM!

Not a bad headline, eh? But, man oh man, if you want your sales to explode, change it to something like this...

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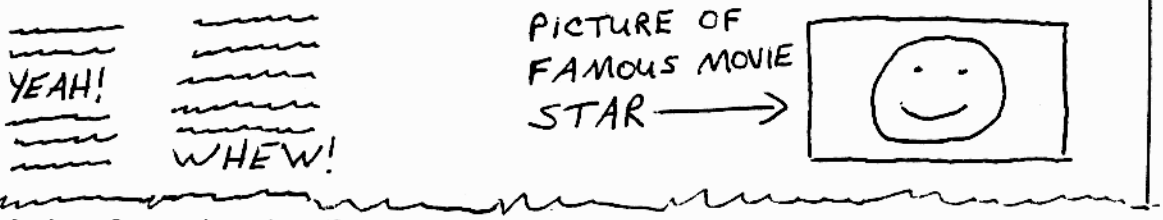
Have you heard about this?

Famous Movie Star Reveals How You Can Get Dirt-Cheap Cars and Houses That Have Been Seized From Drug Dealers and Other Criminal Scum!



And, after that headline, your copy begins like so..."Dear Friend, my name is Famous Movie Star and I want to tell you about a hot new report I just read that could be worth a small fortune to you. This report is called, 'Gary's Guide to Government Goodies' and..."

Etc., etc. Now, what about that business of holding checks, money orders and credit card charges for 30-days? Listen, my friend, one of the main reasons people are reluctant to buy by mail is they are paranoid. They see their money disappearing down a black hole into a "Never-Never Land" where, even if they don't get what they ordered, they never get their money back!

But, if they can post-date their checks and money orders for 30-days, then they have in their minds (and in actuality), some control over their money. They can cancel payment if they don't receive or are dissatisfied with your merchandise. This removes much of their anxiety and paranoia and makes them much more likely to give you an order.

But wait! Isn't this M.O. going to result in a lot of bad checks? Aren't we living rather dangerously here? It depends. I believe that if you truly deliver quality, the positives drastically outweigh the negatives. For example, I have recently sold 2,091 copies of my book, "How To Make Maximum Money in Minimum Time" using this idea of holding all payments for 30-days. And guess how many bad checks I got? Believe it or not, only 45 or, to put it another way...

ONLY 2.15%!

Trust me, amigo, this is far fewer bad checks than are generated by most ads that do not offer the 30-day hold!

But don't forget, my book delivers on every single promise I make in my advertising. If it did not, I expect my percentage of bad checks would be much higher.

Onward. Let's talk about this business of double-your-money-back, OK? Look, when you offer this kind of "conditional" guarantee, said guarantee is predicated on the buyer actually trying the plan of action you reveal to him. Here's a true story: Once upon a time, I joined a health club and, after visiting the establishment just once, never went back again. What I discovered was that using all those machines and doing all that exercise was work. And that's not what I wanted. No. I wanted magic. So anyway, I had a friend at that time who was an attorney and he offered to pull some shenanigans and get my money back for me.

But I said no. You see, they lived up to their part of the deal. The gym

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was there. The equipment was there. The instructors were there. In other words, they provided everything they promised. So, in my mind (and I still feel that way today), I didn't deserve the money back.

Keep that in mind while I tell you another true story. (I can't remember whether I've written about this before or not. Oh well, such is life when you have CRS*). Years ago, I was called in as a consultant/copywriter to do some work for "Entrepreneur Magazine." At that time, they were having trouble with refunds on these "Start-Up Research Reports" which they were selling for around $30 to $60. And you know, they could hardly believe their ears when I told them to start offering a double-your-money-back-refund. But see, I told them to make it conditional. I told them to merely ask the guy who bought one of their reports to just prove he at least made the merest stab at using the info. I told them to tell their customers they could get a refund just by asking for it on their company letterhead, stapled to which was one of their business cards and a photocopy of their business license. They didn't have to jump through hoops. They just had to make an effort to at least start a business.

The results? Sales went up and refunds ceased to be a problem.

CAUTION: Do not misuse this technique. Don't insist that your customer do something unusual to get a refund. Just insist that he try using those exercise machines before he concludes your health club isn't worth the cost of membership.

If you are unreasonable about this, if you make it too hard for your customers to get a refund, you stand an excellent chance of getting slammed around by some regulatory agency. Trust me, I know this to be true from personal experience because one of my clients had this problem.

Here's an example of how not to do it. There's a guy who goes by the name of Don Carrington and who sells something called "The Millionaire's Road to Riches" report which is about selling by mail. Here is what he tells his customers they must do in order to get a refund.

"1. Send me a copy of The Globe and National Examiner showing your full page ad in it.

2. Send me a photocopy of your advertising insertion order form certified as being received and acknowledged by them.

3. Send me a signed sworn statement from your bank manager certifying that you did not deposit $15,000 in your bank within 30 days of receiving your first order.

4. Return the original mailing label from the package you received this material in, unaltered and unchanged.

5. Return this material in salable condition.

6. Package all of the above together, and send it to me by "insured" first class mail.

7. These instructions must be followed exactly, and everything must be done within 120 days of receiving this material."

* can't remember shit

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Pretty cute, right? Actually, it's stupid. This guy, if he doesn't change his ways, is very likely to get his ass in a sling. The Federales, if they ever happen to read his refund instructions, are going to come down on him like a ton of bricks.

And look, there's no need for this garbage! Let me tell you something. If you deliver value, if you deliver what you promise to deliver, then...

THE ONLY PEOPLE WHO WILL ASK FOR A REFUND ARE THOSE WHO NEVER INTENDED TO KEEP YOUR MERCHANDISE IN THE FIRST PLACE!

So, you don't have to ask them to do much. Just ask that they do a little something. Get a few business cards printed. Apply for a business license. Go to the gym and use the equipment 5 or 6 times. Actually, try the diet for a week. These are reasonable requests, but what Don Carrington is doing is foolish, stupid and dangerous.

Look, don't get me wrong. I'm not saying this Don Carrington is a bad guy. Also, I'm not inferring his report is of no value. I'm just saying he's misusing the idea of a conditional guarantee in a manner that, through personal experience, I know to be dangerous.

Now, let's put all this together and see what we've got. First and foremost, we have...

AN OFFER WITH PROVEN VIABILITY!

That is supremely important. It is the bedrock foundation of everything else in this letter. Remember, you can't multiply zeros! All the celebrities in the world, all the tricks, gimmicks and strategies, all the strong guarantees, all the generous offers to hold checks 30, 60 or 90-days before processing...none of this amounts to a hill of beans unless you start with a proven offer.

But hey, we did start with a proven offer. The proof of this, of course, is that these "seized property" ads just keep running over and over.

OK, this next part here should be interesting. What I'm going to do is make a few "educated guesses" on what all this "sweetening" will do to one of these promotions. My first guess is that many of these ads pull in about 1½ times ad cost. Let's say an ad costs $10,000. What that means is that, according to my guess, it would be usual for one of these "unsweetened" ads to pull in $15,000 on that $10,000 expenditure. If the book sells for $12.50 plus $1.50 postage and handling to generate $15,000 in sales, the ad has to pull in 1,071 orders ($15,000 ÷ $14.00). Now, let's say it costs $3.00 to print up the book, stick it in a padded envelope and mail it out book rate. So, the cost of processing 1,071 orders is 1,071 x $3.00 or $3,213. Therefore, our expenses (not counting overhead) are $10,000 to pay for the ad and $3,213 to fill the orders or a total of $13,213. Which, when deducted from our $15,000 gross sales, leaves us a gross profit (before refunds, etc.) of $1,787.

Doesn't seem like much, does it? Rounded off, it's about an 18% return which will take about 90-days to be realized. But you know what? That's an annualized return of 72% which sure beats the stock market, doesn't it?

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No matter. Being the greedy capitalist pigs we are, we're not going to settle for this kind of chump change, now are we? No sir! So now, let's see what happens (according to my guesses), when we sweeten up this little puppy. Here's what I think the sweetening factor (improvement in sales) will be from the three major changes we've discussed in this letter.

CHANGE	SWEETENING FACTOR
1. Adding a celebrity	x 1.4
2. 30-day hold on payments	x 1.3
3. Double-your-money-back guarantee	x 1.2

OK, now remember, our unsweetened ad pulled in $15,000 so, let's multiply that by the SF (Sweetening Factor) of adding a celeb.

$15,000 x 1.4 = $21,000

And let's take that number and multiply it by the SF of a 30-day hold on payments.

$21,000 x 1.3 = $27,300

And let's take that number and multiply it by the SF of a double-your-money-back guarantee.

$27,300 x 1.2 -= $32,760

So now, my friend, let us cipher together and see what financial miracles our changes hath wrought. Since our gross is now $32,760, that means our ad is now pulling in 2,340 orders ($32,760 ÷ $14.00) which will cost us $7,020 (2,340 x $3.00) to fill. Add this to our advertising cost of $10,000 and you can see that our expenses, sans overhead and returns, amount to $17,020 which, when deducted from our gross of $32,760...

LEAVES US A PROFIT OF $15,740!

Yahoo! Now we're cookin', ain't we? Remember, the profit of the unsweetened ad was $1,787 which means we have upped our profitability 880%!

AN IMPORTANT POINT TO REMEMBER: You do not have to be twice as tall to see twice as far. Just a few inches more in height will put your vision above the heads of all the rest of the mob. And so it is with response. You do not have to double your response to double your profit. Since the first big chunk of change you drag in goes to pay for your advertising and fulfillment expenses, you only have to "sweeten" your gross a wee bit (maybe by about 15%) to double your profit. However, in this hypothetical case, we have, by plugging in a celeb, a 30-day hold and a double money-back guarantee...we have achieved an enormous increase in net profit by slightly less than doubling our response.

I wonder, my friend, do you realize the importance of what you have just read? I have given you the closest thing you'll ever get to a fool-proof money-making formula. I know, I know...it's not a "magic money chant" that will give you riches without effort. It's going to cost you something in time, money and effort. But the payoff...my Lord, the payoff for doing what I have just described

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could, very realistically make you a multi-millionaire who laughs at what used to be money problems.

Think about it.

Sincerely,

Gary C. Halbert

P.S. With this issue, I am sending you a free gift. It is a magnificent piece of art, suitable for framing, that will make a tasteful addition to your office decor. You'll find it inside sealed envelope #1.

As far as sealed envelope #2 is concerned, please do not open it unless you are one of my "Inner Circle" Lifetime Subscribers. This is a "closed circuit" message for Lifers only who have not yet responded to my electrifying letter of June 29, 1990.

P.S.#2 I don't feel finished yet. I want to give you even more this month. So, let me ask you something: What do you think the guys who run those "unsweetened" ads do when they get an order?

Well, what they do is, they wait till they have enough orders to justify sitting down at one of their stupid PC's to input all of the data. Then, they generate labels and, when they get around to it, they slap a label on a padded envelope and send out their books. That means that, from the day their customer answers an ad, about three weeks (minimum) goes by before that customer hears from the stranger to whom he has sent his money.

STUPID! STUPID! STUPID!

But not you. No sir, that's not how you are going to take care of business. What you are going to do is this: You are going to get out a first-class letter to each of your customers the same day you get his order and tell him you appreciate his business and how smart he was to order your book which has already been shipped to him in a separate package.

And...and...and...you're also going to tell him how you've got another related report hot off the press that, if he orders now, he can get a deal on and get a head start on a brand new way to make money.

So, what's this new report going to be about? Hell, I don't know. I can't do all your thinking for you. Maybe it's how to get deals on bank repos. Or how to make a killing buying diamonds from pawn shops (you can) or make money reading classified ads or...or...or whatever. The point is, if you do this and do it right, something like...

20% OF THE PEOPLE YOU MAIL
THIS "WELCOME LETTER" TO
WILL IMMEDIATELY SEND YOU ANOTHER CHECK!

Peace.

THE GARY HALBERT LETTER
423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Thursday, 9:27 a.m.
September 27, 1990

Dear Friend & Subscriber,

I need to start this month's letter with an apology.

You know, I usually try to be very good about answering my correspondence and returning phone calls promptly. Especially those communications from my subscribers. But I am not current now. I am way behind. Not only that, I don't see myself being caught up for at least another three weeks. So, if you are one of those who has written or telephoned my office and not gotten a response from me, I am hoping you will accept my apology after I explain to you what's been going on.

It's been a difficult patch of time.

First of all, I'm preparing for my October seminar and this requires an enormous amount of care on my part. I put everything I have into my seminars and I am 100% committed to being as helpful as possible to all my attendees. Secondly, if you will glance at the letterhead at the top of this page, you will see we have moved our offices from Marathon to Key West. And, although that's only 47 miles down the road, I had forgotten just how time-consuming, traumatic and expensive it is to relocate your offices and home. Then, Jay Abraham had to go to Australia on business and I took over an entire week's worth of his "alliance calls" for him. These alliance calls are like a giant nationwide partyline where up to 60 people can listen in and ask questions of whomever is heading up the session.

All this has been eating up a lot of my time.

Also, there is another situation that requires a lot of my attention and has put a major cloud in my mind. As you may have surmised, my little newsletter company has been growing by leaps and bounds almost ever since we started. This newsletter now has readers in every state in the U.S. and perhaps 14 foreign countries. We have prospered far beyond our expectations.

But... we've run into a snag. Some time ago, the bank that was processing our credit card orders told us they were cancelling our merchant

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account. "But why," we asked, "haven't we been good customers? Profitable customers? We've been with you a long time and you've never had any sort of problem with us whatsoever. We've processed 100's of thousands of dollars through our account and there's been no unusual refund problems. No major disputes. Nothing wrong at all, isn't that true?"

"Yes," says our banker. "All that's true. But we're cancelling your merchant account anyway. We've decided to cancel all merchant accounts of anybody who does business through the mail."

"But you can't do that to us," we said. "We've got many, many thousands of dollars worth of national advertising already scheduled and paid for. We can't cancel this advertising and it's going to kill us if we can't process our credit card orders. You just can't do this to us."

We were wrong. He could do it and he did.

Not only that, this bank froze all the money we already had in our merchant account and put it all in a C.D. and said they were going to meter it out to us just a little bit at a time every month. Now remember, all this is going on while we're taking in thousands of dollars we can't process.

Naturally, we got a lawyer. Unfortunately, after examining our contract with the bank, he concluded they really could do this to us whenever they so chose. Anytime. For no reason whatsoever. Even though we had done absolutely nothing wrong. Believe it or not... they have the power to do something like this... just on a whim!

What could we do? Not much. It was a futile gesture but we did have our lawyer write a letter on our behalf to the bank. What the letter said in effect was "...even though we are not black, homosexual, Jewish or whatever... we now know what it is like to be prejudiced against for no reason whatsoever..."

It's just awful.

Well, all that was several months ago. Since then, we have been running around like a chicken with its head cut off trying to rectify this situation which... has nearly crippled our company.

And we have rectified it. Sort of. We now have a merchant account again... but guess what?

THE NEW BANK INSISTS
ON HOLDING 30% OF OUR
MONEY IN RESERVE!

For months.

I'll come back to this situation in a moment but first, I want you to know that what I have just described is what you might call my good bad news. The bad bad news is that Paulette has had to go to the hospital for major surgery, the aftermath of which has been enormously painful. It

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breaks my heart to see her like this. You know, it is a myth that we men are the strong ones. Women rarely even admit the existence of pain that, if we men were enduring it, would set us to howling, sobbing and begging for mercy. But this time, even Paulette who is unusually stoic, says this pain makes childbirth seem like a walk in the park. And, if you want to know something crappy about me, it is that I didn't even visit Paulette in the hospital. I can't hardly do it. Hospitals affect me like you wouldn't believe. In fact, a few years ago, I picked Paulette up from a clinic where she had had some very, very minor surgery and... on the way home, I had to pull over to the curb and get out of my car and sit down on the curb on Sunset Boulevard in front of Carlos & Charlies' because I thought I was going to throw up and pass out.

Am I some kind of joke, or what? Here I am, a 200 pound ex-con who can bench press 245 pounds but I don't seem to even have what it takes to comfort my loved ones when they're in a hospital.

And a few days ago, I got an early morning long distance call where I learned my son, Kevin, is in the hospital because, at 2:00 a.m., his appendix exploded! The doctors said it was the nastiest such case they'd ever seen. Pus, poisons and bile had to be sucked out of his abdominal cavity for days while he was fed major doses of antibiotics.

And then, my main man, John Carlton, has been taking off large chunks of time to comfort his mother who has been diagnosed as having a very serious illness. And Teri, my workaholic office manager who holds everything together for us down here, has had to give up some of her crucial work-time because her daughter has come down with some sort of pneumonia-like infection and needed emergency care. And even Karen, my invaluable personal assistant, is having sleepless nights because that damned old mangy marina cat (Sylvester) that she loves more than life itself has developed what the vet says is a nasty respiratory ailment. And John Lane, a 70+ years young man who has been to two of my seminars and become one of my favorite people of all time, can't make my October seminar because of a medical problem. And... ah, that's enough. There's more but I'm hoping by now, you'll understand why I'm a little behind in my correspondence and a little off my feed.

As I said, it's been a difficult patch of time.

Why am I putting all this into my newsletter? What's all this got to do with you? Hey, if you want to hear somebody sing the blues, you'll go to a B.B. King concert, right? And, truth be told, you read this newsletter to learn how to make more money and there's nothing you're reading in this issue that's going to help you financially... am I correct?

Please slow down. Don't be so sure. Come closer. Listen, my youngest son, Bond, once said to me the wisest words I've ever heard from a child's lips. He said, "You know, Dad, I'm much luckier than my older brother, Jeff. See, Jeff got to live with you when you were rich. But I get to live with you now while you're putting it back together and so... I'm learning how you do it!"

I know... many of you reading these words have troubles far worse than

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mine. And all of you... all of us... are dead certain to have to go through some very rough patches of time. We lose our loved ones, our finances go into reverse, our health declines, our lovers choose to love others and our shoelaces get busted. And we get depressed. And depression can be paralyzing. But I'll tell you what I think: We can't ever stop depressing things from happening to us and maybe... we can't totally stop ourselves from getting depressed. But you know... what we do with that depression is up to us. We can drink, take drugs, run away and hide, jump off a cliff or... simply wallow in it and stay depressed.

I've been wallowing in it. But it's time for me to stop. And years ago, back in my Boron days, I learned some useful things about handling depression and other negative emotions and I'm trying to remember them now so I can use them myself and share them with you. And trust me, my friend, how we handle our moods can have an enormous impact on our money situation so... maybe I am justified in writing all this.

I don't know. But what I do know is that one of the most useful ways of dealing with a depression is to try to write yourself out of it like I'm doing here. I've got to tell you, I don't even know if you'll ever read this letter because I'm not sure I'll ever mail it. Maybe I'll decide it's too risky to my image of near-invincibility. But maybe I will mail it. Maybe I'll take the chance.

Anyway, just in case I do decide to mail this letter, I guess I'd better put something in here that will have immediately recognizable financial value.

So let's go back to discussing that credit card merchant account bank situation. Look, if you have a business that takes orders over the phone or in the mail, you can lose your ability to process credit card orders in the blink of an eye. Don't think that's not true. I don't care if you've been doing business with the same bank for 50-years, it still can happen. Out of the blue. For no reason whatsoever. It didn't just happen to me. I get calls all the time from other people who have suffered a "merchant account horror story" just like mine. So, your first necessity in dealing with this problem is...

AWARENESS: You must acknowledge that this can happen to you and happen now. Don't let yourself be lulled like I was into a feeling of false security. Bankers are running scared and often, they're not very smart people. On any given business day, hundreds of bankers all across America are making stupid loans to foreign countries, investing in bogus pension funds, making irresponsible real estate loans on property with enormously inflated value and... cancelling their problem-free, profitable relationships with the likes of you and me.

It can happen to you! It can happen to you! It can happen to you!

Your second necessity in dealing with this problem area is...

EXPERT HELP & INFORMATION: You've got to be careful here. Most people who say, "I can get you a merchant account if... you'll pay me a fee," are frauds and liars. They are simply working the other end of the

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spectrum from those con artists who promise to get a VISA or MasterCard for anyone, no matter how bad their credit. We've dealt with several such outfits who promised to get us a merchant account and all we ever got for our money was... taken. However, there is one outfit located in Boynton Beach, Florida that publishes real information that is enormously helpful. One of their publications is "GETTING AND KEEPING YOUR VISA/MASTERCARD MERCHANT STATUS." And, at $139.95 per copy, this book is not cheap but... if you are in business (or want to be) it is the bargain of a lifetime! Get this book now. Don't wait until you have a problem. If you are a new first-time supplicant requesting a merchant account, this book will help you overcome all the following reasons for having a bank reject you:

* Because you are in mail order.

* Because you are in telemarketing.

* Because you are a new company.

* Because you have a new product. Or service.

* Because you previously had a merchant account and for some reason (or no reason at all) it was terminated.

* Because you are underfinanced.

* Because you are not a retailer.

And so on. These are just a few of the unlimited reasons you may be denied the ability to process credit card orders. But what if you already have a merchant account? Well, here are just a few of the reasons dealt with in this book that may cause your merchant account to be terminated... WITH NO WARNING WHATSOEVER!

* You have a problem with chargebacks.

* You have excessive credits.

* You have been acting as a "factor" for other businesses. (This is where you process somebody else's credit card orders for a fee. Some mob outfits charge factoring fees as high as 20%! Don't you ever do this.)

* You have a problem with a regulatory agency. Hark unto me, my friend, you don't have to be guilty. You can be as innocent as a newborn child but, if some agency even looks into your affairs, your bank may get wind of it and, out of complete cowardice and lack of character, terminate your merchant account without even bothering to listen to your side of the story.

* You refuse or are unable to deposit escrow or reserve funds.

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* And now, and are you ready for this?... (big drum roll here)...

THEY MAY ABRUPTLY CANCEL
YOUR ACCOUNT BECAUSE YOU ARE
EXPERIENCING A SUDDEN INCREASE
IN VOLUME DUE TO GOOD ADVERTISING
OR CUSTOMER SATISFACTION!

I ask you... does this suck, or what? Anyway, this new book can help you overcome all these problems. It will give you everything you need including the names, addresses and phone numbers of processors and banks you can work with. This book was written by Larry Schwartz and Pearl Sax and you can order it by calling (407) 737-7500. Or, if you prefer, you can mail or FAX the coupon below. The FAX number is (407) 737-5800.

CREDIT CARD BUREAU
217 N. SEACREST BLVD., BOX 400, BOYNTON BEACH, FL 33425

Please send me _____ copies of "The Complete Guide to Getting and Keeping Your Visa/ MasterCard Merchant Status" @ $139.95 each postpaid..

Name _____

Company _____ Title _____

Address _____

City _____ State _____ Zip _____

Telephone ( ) - _____

___ I enclose ___ Check ___ Money Order in the amount of $_____.
(Florida residents please add 6% sales tax)

Charge my ___ Visa ___ MasterCard ___ American Express ___ Diners Club

Credit Card No. _____ Exp. Date _____

Name of Issuing Bank _____

Signature of Cardholder _____

By the way, I feel I need to restate something here I said in my last issue. I never accept any payment whatsoever for recommending in this newsletter that you purchase some service or product. Not only that, I very seldom even tell somebody I intend to give them a good write-up. And, as far as the authors of this credit card book are concerned, they won't have a clue I've decided to write about them until, just like you, they get this issue in their mailbox and read it.

Whatever, now that we've discussed awareness and where to get expert help and info, there is one other something I think you should have to help you deal with this disaster-prone area and that is...

OPTIONS: You know what I think you should do as soon as you solve this problem? It is this:

SOLVE IT AGAIN!

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Immediately. Right now I have two merchant accounts and I'm working on getting a third. In business, as in life, a very real and important source of power is options. I believe in "double teaming" every vendor and supplier that is crucial to your business. You need two or more printers, list brokers, copywriters, accountants, cleaning ladies and...

BANKS!

I'm feeling better. You know, when I started writing this issue, I was more depressed than I've been almost since I can remember. But now that I'm a little clearer, you know what it is I've been able to identify that is a big source of pain in my brain? It's... pride! I'm someone who likes to pay all his bills in advance, let alone merely on time. But lately, I haven't been able to do that. In fact, for the first time in years, I've had to ask a few people to wait a little for the money I owe them. Because, I tell them, (and doesn't this sound like a crock?) one of the banks I was dealing with has, temporarily, for no reason...

DECIDED TO KIDNAP
MY MONEY!

Who can figure? Oh well, it looks like all this is starting to clear up. And besides, whenever I'm feeling too embarrassed to ask somebody for a little extra breathing room, well... heck, I just have Paulette do it. I mean, all she's got is this enormous physical pain to deal with but me... I've got my PRIDE, right?

Ah nuts. OK, before I close this month's issue, here are 7 important items of info I need to tell you:

1. We have moved. We are now located in the historic brick building in Key West known as "The Harbor House." Our new address is:

   The Gary Halbert Letter
   423 Front Street
   Second Floor
   Key West, Florida 33040

2. We have new telephone numbers. Our new office number is (305) 294-8425 and our new FAX number is (305) 296-2296.

3. My VIP weekend (for Lifetime Subscribers only) starts on Friday, October 5th at 9:00 a.m. There will be an orientation, welcome meeting and brunch at our new office. If you are a Lifer, all you have to do is show up in shorts, T-shirt, rubber-soled shoes and have a smile on your face.

4. The newsletter I said I was going to write this month on a brand new way to get free advertising will be sent to you next month. In fact, I'm starting to write it as soon as this issue gets off in the mail to you. Don't miss it because this new info is hot. I hope you'll forgive me for

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not sending it this month but I think what I had to say in this issue will be, for many of my readers, (and me) crucially important!

5. Several boxes of my papers and correspondence and phone messages seem to have been misplaced during the hubbub of our move from Marathon to Key West. Therefore, if you are overdue for a reply from us on something, please contact us again. If there is an honest-to-God really urgent need for you to have an immediate reply from me, I will try to accommodate you. However, if it's not truly urgent, I'd appreciate your giving me some breathing room so we can get settled in our new Key West office and get our VIP weekend and October Seminar out of the way.

6. I seldom get depressed but, when I started writing this issue, I was so down I felt like throwing up. I had forgotten how truly paralyzing a serious depression can be because, as I said, I haven't felt like this in ages. But you know what? Writing it all out has cleared my mind and my load seems much lighter now. So, it's a good technique for you to remember also, just in case your load starts to get too heavy to bear.

7. This issue of my newsletter is free. I am extending everybody's subscription for one month as a small token of my appreciation for your hearing me out and bearing with me on all this.

God bless you and thank you for your support.

Peace.

Sincerely,

Gary C. Halbert

Gary C. Halbert
"Down But Not Destroyed"

A Sniveling, Desperate Plea from Sir Gary of Halbert . . .

Would You Accept A "Bribe" Worth $9,383 To Renew Your Subscription To My Newsletter?

From:
Key West, Florida
Saturday, 8:56 a.m.
October 6, 1990

Dear Friend & Subscriber,

I'm in a jam.

Listen, have you had a chance to read my last newsletter? If so, perhaps you can understand why I'm hurting a little as far as cash-flow is concerned. As I explained, the bank that was processing our credit card orders decided to cancel our account for no reason whatsoever. And then... they froze all the money we had in their bank and put it in a C.D. and decided to "meter it out" to us a little bit every month.

To make matters worse, the new bank that now handles our new merchant account insists on "escrowing " 30% of all the money from our credit card orders.

You know, all this galls me to no end and it has strangled my cash-flow!

Ah whatever... at least it has got me to thinking. Hey, do you remember how, in certain past issues of this newsletter I would get all puffed up and brag about how much money I was making? Remember how I crowed about making a quarter million dollars in a single week? Or how conceited I was about being paid $1.2 million for writing just one ad?

Well, guess what I've discovered? Simply this: No matter how much money you make, if you continue to spend it like it was water, and then... you run into a little bad luck... eventually you will run out. You know, it really is true I made all that money. I honestly do have an enormous earning capacity. Unfortunately, it is also true that...

I AM A MAN WHO HAS THE SAME TALENT FOR KEEPING HIS MONEY AS A PIG HAS FOR SOLVING A GEOMETRY PROBLEM!

In other words... none.

So what? What's this got to do with you? OK look, you are one of my

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subscribers. You get my newsletter every month and I'm sure it fills you with incredible joy. It gives your entire life a new meaning right?

What's that? You say I'm exaggerating just a wee bit?

Alright, alright. But at least my newsletter really does give you a lot of good ideas, doesn't it? And sometimes, even though I'm not exactly Ernest Hemingway, doesn't my writing brighten your day just a little? And don't you kind of enjoy being up-to-date on all the newest inside secrets n how to make a bundle with my totally unique marketing methods? I sure hope so because...

I WANT YOU TO STAY WITH ME!

I hate to lose subscribers. I take it very personally. Not only does it hurt my ego, it is also the most expensive thing I can ever do as a newsletter publisher. It costs me a small fortune to attract a new subscriber. The advertising expense is horrendous. However, once you have a new subscriber, it costs very little to write him a letter and ask him to renew his subscription. It's like shooting fish in a barrel. Except, of course, in my case, what I do is, I get so busy doing other things (like blowing all my money) that... I forget to communicate with my readers and tell them how much I want them to keep subscribing to my letter.

No more. Not ever again. From now on, I'm going to fight like a crazy man to hang on to every one of my subscribers. And, even though it's early... even though your subscription still has a way to go... if you will give me an early renewal...

I'M GOING TO MAKE YOU AN OFFER SO POWERFUL AND SO SWEET IT COULD BE WORTH A MILLION DOLLARS TO YOU!

Here's the deal: If you will immediately renew your subscription to my newsletter, I will send you an incredibly valuable free gift that is so unusual it could make an enormous change in your money situation. This is not something that was created by me. No, all the credit for this has to go to Mark Stoddard, the President of the Jefferson Institute in Utah.

You've heard of the Jefferson Institute, haven't you? It's a non-profit learning institution that was started by Howard Ruff. What they do at the Jefferson Institute is, they give extremely expensive financial seminars and marketing bootcamps. Sometimes, if you want to go to one of these deals, it will set you back as much as $15,000!

But you know what? It's worth it! These seminars often give a person in a week what they could not get from a college education that took four years! The speakers and teachers at these seminars and marketing bootcamps are often world-famous and extremely expensive.

I know. I'm one of them.

Anyway, after conducting 93 of these money-making seminars, Mark Stoddard has captured more than 2,000 hours of what I call...

GENIUS ON TAPE!

But I'll tell you what... not all geniuses are created equal. Some of them are

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much more helpful than others. And you know what Mark and his staff have done? Listen to this: They have audited 2,000+ hours of everything ever taped at the institute and pulled out the "best-of-the-best." What they have come up with is about 727 minutes (approximately 12-hours) worth of enormously high-profit listening that fits on just eight (8) cassette tapes. This info could be worth millions to you and Mark Stoddard calculates that just his hard cost of creating these tapes (lecture fees, air transportation, lodging, etc.) is at least $9,383. Anyway, you can listen to all of this over a weekend and, when you do...

YOUR MIND WILL BE ON FIRE!

You've never heard anything like these tapes which (along with a large package of other valuable material) I am going to send you absolutely free. Let me describe these tapes for you one-by-one.

TAPES 1 & 2: "10 GENIUSES OF THE MARKETING ROUNDTABLE!"

What happened here is, one day in Los Angeles, Mark Stoddard was able to persuade 10 of the world's most respected marketing and business minds to get together on one stage and open up and divulge their innermost marketing secrets. Here's what Mark wrote about this session:

> "With the likes of Gary Halbert, Bob Allen, Jay Abraham and six (6) other geniuses in the same room, you can bet egos collided and each tried to outdo the other with a better marketing technique. In fact, it took two tapes to hold all the marketing secrets these geniuses had to give!"

Wait till you hear these tapes. Howard Ruff, for one, really spilled his guts. He told how his life got so messed up he had to file bankruptcy. Then he describes how, out of desperation, he discovered a certain money-making secret that generated $100 million ($100,000,000!) worth of business. But the funny thing is, how easy it would be for you to use this same idea.

But of course, Howard is only 1 out of 10 people you will hear on these tapes. Here are the names of the rest of them and what Mark Stoddard has to say about each of these exceptional people:

GARY HALBERT: "Gary is the world's greatest copywriter alive today. He charges clients $15,000 up front plus a commission of 5% on gross sales for creating sales letters and/or space advertising (but you can't hire him because he no longer accepts clients). On one ad alone, for a product he created, he made more than $850,000 and still receives $70,000 per month. He's not a college graduate, just a marketer who is leading the Marketing Revolution." (Note: Maybe I gave up accepting clients prematurely. I sure miss that $70,000 per month!)

LARRY PINO: "This attorney is a businessman and entrepreneur extraordinaire. His unique negotiating knowledge will enable you to identify the issues and facts quickly that will make your business more profitable. Larry's nationwide lecturing on the advantages of sound business/investment strategies reaches more than 200,000 people annually."

KEN LERMAN: "His brilliant pricing strategies and brand imaging sold billions when he was a product manager with Johnson & Johnson, H.J. Heinz

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and Pizza Hut. Take Ken's strategies, apply them to your own business -- and watch the dollar signs clone!" (Note: As you'll learn later in this letter, I personally think Ken Lerman is dead wrong in most of what he says!)

HOWARD RUFF: "Editor of the Ruff Times, the most widely-read financial newsletter, and chairman of the Ruff Company. According to CNN, '...if there is a quintessential American entrepreneur, Howard Ruff may be it.' And rightly so, Howard has been involved in hundreds of businesses in his lifetime. Hear him reveal how to turn your dreams into solid business plans." (Note: I have enormous respect for Howard Ruff. As far as marketing is concerned, he is truly a genius. However, Howard and I vigorously disagree in the areas of religion, politics and multi-level marketing.)

JAY ABRAHAM: "The marketing king of wizards. His methods have generated more than $2 billion ($2,000,000,000!) in sales increases over the last ten years. I've underlined increases because he only counts sales over and above what the business generated before his techniques were employed. One ad he created for a small business generated $3,000,000 in profit in one month. Moneyworld calls him 'an absolute wizard at instantly increasing sales and producing an almost overnight high-speed cash-flow increase for nearly any type of owner-operated business."

BOB ALLEN: "Bob is the author of the best-selling non-fiction financial book of all time. His book Nothing Down has sold millions of copies and made him world-famous. But Bob is much more than a real estate expert; he's also a marketing expert especially when it comes to newspapers, radio and TV."

DAVE ELLIS: "Dave is an expert in the field of political fund-raising and helping non-profit organizations. But don't let that word "non-profit" throw you off. Many of the inventive things being done in the non-profit areas will translate wonderfully to almost any business or money-making activity."

DAN PIRO: "When you listen to Dan you're going to learn why so many people are happy to pay him and his partner $25,000 to sit down and go over their marketing projects."

CRAIG HUEY: "Craig is an expert on mailing lists, direct mail, television and newspapers. However, what he's going to talk about most is how you can get yourself and/or your product on a 1/2 hour TV show with almost no hassle whatsoever."

And, of course, the tenth person on the tapes is Mark Stoddard himself who is the "man-behind-the-scenes" responsible for many of the money-making ideas that have been used by Target Marketing which is the parent company of the "Ruff times" newsletter.

Anyway, when you listen to these two tapes, you'll hear how the sparks really got flying. (Can you believe that some of those other "experts" actually had the audacity to disagree with me on certain ideas?)

TAPE 3: "GARY HALBERT'S AMAZING SECRETS OF REMOTE CONTROL SELLING!"

You know, I've taught marketing to a lot of people in a lot of different

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cities. I've gotten speaking fees as high as $15,000 for my lectures. But this one particular time, where they have recorded me on tape #3, is probably the best I've ever been. And now I'm going to say something conceited. But I don't care, it is true. Hear this:

**THIS ONE SINGLE TAPE (TAPE 3) IS GOING
TO BE WORTH A VIRTUAL FORTUNE
TO ANYONE WHO LISTENS TO IT WHO
IS NOT COMPLETELY BRAIN DEAD!**

My friend, if, after listening to this tape, you don't go out and at least double your income, you should probably consider a job pumping gas because you are beyond all hope. I mean it.

So much for modesty.

TAPE 4: "FAILURE-PROOFING YOUR MARKETING PLAN!"

Personally, I don't like this tape. It captures a lecture by Ken Lerman who, in my opinion, has a sour, toxic personality. I've been to several marketing bootcamps where Ken and I were on the same stage and we always disagree. In fact, one time, in response to a remark I made, he actually walked off the stage.

Ken says he doesn't believe in headlines. He says they are snake oil. Actually, he's so far off the mark about this, he's not just wrong... he's silly! He also says the three main resources of any business are people, capital and time. He's wrong here too. The truth is, the #1 resource any business can have is...

AN ARMY OF SATISFIED CUSTOMERS!

However, not everybody agrees with me about Ken Lerman so, I suppose you should listen to this tape and make up your own mind. I must admit there is one part of his message I agree with 100%. I wonder if you'll be able to tell what part that is when you listen to this tape.

Call me **(305) 294-8425** and let me know if you are able to figure it out. I bet you can't.

TAPES 5 & 6: "NEGOTIATING POWER!"

Actually, these two tapes are misnamed. Better titles would be "Easy Answers To Questions You Don't Ask But Should" or "How To Protect Your Future Before It's Too Late" or "How To Protect Your Financial Future Now For Pennies Instead Of Paying Thousands Down The Road." Listen up and you'll learn:

* Why all businesses are involved in interstate commerce as far as the law is concerned!

* Why lawyers say Mickey Mouse is the most vicious rodent on earth!

* How to file for a copyright!

* The surprising difference between a copyright, a patent and a trademark!

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* What you should always say to your opponent in a negotiating session and... why you should say it in front of his lawyer! (Believe me, this sneaky, little trick will generate instant hate and mistrust between your adversary and his lawyer.)

* There's more and, trust me, my friend, you need this info.

TAPE 7: "AVOIDING CRITICAL MARKETING ERRORS!"

"The most expensive thing you can do in business is lose a customer. The second most expensive thing is get a customer." Mark Stoddard is absolutely right when he explains this on Tape 7. Most business owners have it backwards. Listening to Mark brought me back to reality on this point because even I had forgotten. And, to tell the truth, listening to this tape (#7) is the main reason I was inspired to write this letter.

Mark Stoddard is brilliant. On this tape, he'll take you through the steps of using "controlled" direct response advertising to find out what makes people buy from you... and not from someone else. Mark also explains how to use easily-gettable info that will help you to get all your customers to spend more money with you! Then, he goes on to reveal some unusual techniques that will help you discover...

WHAT YOUR CUSTOMERS REALLY WANT!

If you don't know the answer to this question, you are allowing an enormous amount of money (that should be yours) flow into someone else's pocket. Also, when you listen to this tape (Tape #7) you will hear Mark explain the following important secrets:

* How to turn your non-order" mail into a completely new profit center!

* How to turn your competitors into customers!

* How to obligate your customers into spending money with you! (sneaky but ethical)

* How to "humanize" your business so people won't even think about going elsewhere!

* How to turn one-time buyers into repeat customers that buy over and over again!

* How you can make money from someone else's products!

* How to make yourself "the authority" in your field!

* How to customize your business to meet the real needs of your customers!

* Two incredibly stupid things not to do if you want people to send you money!

* How to recognize and ethically manipulate eight (8) very human emotions in such a way as to make your profits soar through the roof!

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TAPE 8: "JAY ABRAHAM'S SECRETS OF DEVELOPING YOUR UNIQUE SELLING PROPOSITION!"

In this tape, Jay forces you to take a hard look at the heart of your business and ask yourself honestly... "what do I have to offer that makes me better than my competitors?"

And, until you can answer this question, you will never be as profitable as you could be. Jay will force you to understand how your unique selling proposition (USP) is something every person in business must understand, define and articulate if he/she wants to maximize profits.

Look, like me, Jay Abraham is not always everyone's cup of tea. But when it comes to flooding you with disarmingly simple, logical techniques, powerful but so understated that most of us would never think of them... there's no one better than Jay... not even me! I'll tell you, when it comes to setting your mind on fire with one money-making concept after another, Jay's the best.

Therefore, if you listen to no other tape in this set (except #3, of course) you must listen to this one because...

IT IS BASIC TO YOUR BUSINESS SURVIVAL!

Now you tell me, is that a lot of good stuff or what? But hold on to your hat because... there's more. So much more, in fact, I'm almost afraid to include all of it. I'm worried that, if I give you all this material, you may be catapulted into a marketing frenzy of ideas and projects that produce so darn much cash-flow, you won't be able to get the money to the bank fast enough. Oh well, I've decided to include it anyway. After all, I truly am a "Prince-of-a-Guy!" So, you are also going to get six of Jay Abraham's revolutionary marketing reports called (1) Desperately Seeking Success, (2) 16 Quality Concepts for Gaining New Customers, (3) Selling A Plot in Paradise, (4) Smell the Aroma & Taste the Success, (5) Looking a Marketing Problem in the Teeth and (6) Perfecting the Personal Touch.

Aren't these titles intriguing? Look, what has happened is, hundreds of people have paid Jay thousands of dollars for telephone consultations and Jay has captured those conversations on tape. Then he took six of the best and had them transcribed. These "best-of-the-best" include Jay's advice to a dentist, a finance company owner, a woman involved in a silk-screening business, a man who owns a restaurant, a newspaper publisher and one woman who was looking for a business to go into.

Two of those reports (#5 & #6) had a major impact on my thinking. I can hardly find the words to tell you how these two reports affected me. Jay was at "concert pitch" during these two consultations and he gets right down to what really will make any business, product or service sell like crazy which is...

TREATING YOUR CUSTOMERS LIKE THEY WERE GOLD!

Believe me when I tell you that you better set those two reports aside until last because... you'll be so full of incredibly simple yet brilliant new ideas for getting more new customers (and more new business from old customers) you won't take the time to read the other reports. And, this may be hard for you to believe but, after reading the two reports...

GARY HALBERT WAS HUMBLED!!!!!

I'm very serious. I was also embarrassed and mad at myself. You see, I had

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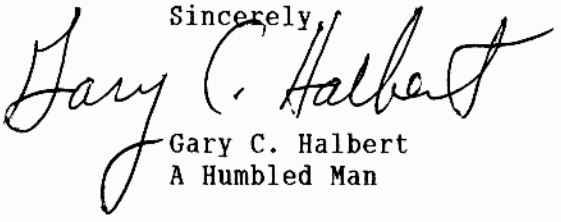
lost sight of what my customers should mean to me. I had forgotten to treat you like gold. That's why I decided I would buy this incredible collection of material from the Jefferson Institute and then offer it to you free... if only you will resubscribe to my newsletter now... instead of waiting until yoursubscription has expired.

Please... give me a chance to make up for my previous indifference to you in this area. Please.

You know, if just reading this material and listening to these Marketing Revolution tapes has brought about this change in me, just imagine what learning these secrets will do for you. It boggles the mind. Anyway, it's easy to order. All you have to do is fill out the yellow order form I've enclosed with this letter and send it to me. Then, as soon as I get your order, I'll immediately rush all this material to you via first-class priority mail.

By the way, for even faster service, you can use your credit card and order by phone. Just call my office right now. The number is **(800) 327-0028** and it is toll-free.

Sincerely,



Gary C. Halbert
A Humbled Man

P.S. I bet you are wondering... has Gary Halbert really been humbled? Is he truly going to remember that his customers are gold? Will his newsletter continue to get better and better?

THE ANSWER IS YES!

However, I'll let you decide for yourself. If, after reading the next two or three issues of my newsletter, you do not feel I am offering enormous value, you can cancel your subscription, receive a full pro-rata refund for the issues you haven't gotten yet and...

YOU STILL GET TO KEEP
THE ENTIRE MARKETING REVOLUTION
PACKAGE OF MATERIALS!

You have nothing to lose and millions to gain.

P.S.#2 If you resubscribe within the next 11-days, I have a special gift for your renewed faith. You can read about it on the green piece of paper that says "Special Gift!"

P.S. #3 If you show extra special faith and renew for two years, then I have an extra special gift for you. You can read about that on the pink piece of paper that says "Extra Special Gift!"

Oh wait... I almost forgot. The Marketing Revolution package also contains "The Marketing Power Workbook" which has more than 200 pages of power-packed marketing advice and tutorial questions. It would take me a month to describe everything revealed in this amazing workbook so, instead, as a time-saving substitute, I'm including an exact reprint of the table of contents so you can check it out for yourself.

THE GARY HALBERT LETTER

PHONE
(305) 294-8425

423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 12:42 p.m.
October 31, 1990

Dear Friend & Subscriber,

I have received so many warm, heartfelt letters, phone calls, federal express overnight messages, faxes and other communications in response to last month's newsletter that I feel that a simple "thank you" here would not do justice to this enormous outpouring of support.

And so, in the next few days, I've decided to write <u>two</u> newsletters. This first one will reveal that hot info on how to get free advertising I've been promising you. And, the second one... well, it's a free bonus... and you're just going to have to wait a little to find out what it's all about.

So there. Let us mush on. What we're going to explore in this issue is how to get newspapers, magazines and TV and radio stations to print or broadcast stories about you and your company in such a way that it will generate a huge amount of business for you... <u>FREE</u>! Perhaps I should begin by making an effort to jump start your greed glands to <u>insure</u> I have your attention. As I've mentioned several times before, one of my favorite newsletters is the Towers Club, USA Newsletter which is put out monthly by my friend, Jerry Buchanan, who can be reached at **(206) 574-3084**. Anyway, in January of this year, Jerry ran an article that blew my socks off. It was about a guy named Harold Moe who is a flight captain for Northwest Airlines. But that isn't all, Harold Moe is a self-publisher with about nine paper and ink info products, one of which is the "How To Make Your Paycheck Last Kit" which sells for $19.95 with a one-year money-back guarantee. (The longer your guarantee period the fewer refunds you'll have.)

Anyway, Harold Moe went to visit Jerry Buchanan on his birthday last December and he brought along a <u>full</u> <u>suitcase</u> of reprint articles that have appeared in media publications about his products. All of this was FREE advertising. Now get <u>this</u>: One of these free articles was a 1/3 page write-up in the June 7, 1988 issue of Family Circle Magazine which promoted his aforementioned kit on how to make your paycheck last. Well, boys and girls, are you ready for this? That one free blurb, so far, has brought in...

OVER 181,000 ORDERS!

Uh, let's see... 181,000 x $19.95 is uh... damn, I can hardly write this... it's uh... can those figures be right?... it's uh... let's check it again now... damn, damn... he didn't pay a penny for this and, uh... he took

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in... uh... yep, that's right... he took in **THREE MILLION SIX HUNDRED TEN THOUSAND NINE HUNDRED AND FIFTY FUNGOLAS!**

Want to know how he did it? And also Guru Gary's brand new technique that will make this business of getting free Media Publicity work even better? Patience, patience. All that's coming. But first, you may be amused to learn that, encouraged by all this, Harold Moe hired a top-notch advertising agency to create a space ad making the exact same offer in the exact same magazine and...

THAT AGENCY CREATED AN AD
THAT GENERATED EXACTLY SIX (6) ORDERS!

There's a lesson here somewhere.

Before we get down to specifics, let me take you on a related side trip that illustrates a powerful and profitable way to approach certain situations. Every time I give a seminar, there are always a few people among the attendees who have a book they want to self-publish because they don't believe a big mainstream publishing house would be interested in their manuscript. Often they are right. Often their manuscripts are so narrowly focused a mainstream publisher probably wouldn't be interested. But sometimes, my attendees have a manuscript that would be of interest to millions of people and I tell the attendee he/she should present it to a mainstream publisher but... don't do it like everybody else does it.

"Put yourself in a publisher's shoes for a moment," I tell my attendees. "Look, a mainstream publisher gets thousands of manuscripts every year. Sometimes thousands a month. And guess what all these manuscripts are in the mind of that publisher? It's simple... they are a problem. Many of them are garbage written by no-talent people whose mental elevators don't even begin to go to the top floor. These mostly, are the manuscripts that come in "over-the-transom," unsolicited. But what about the others? Those that do have merit that are usually presented by a literary agent? They are still a problem! What even a meritorious manuscript represents to a publisher is, the problems of jacket design, the problems of how to advertise the book, the problems of creating displays for bookstores and, in short, all the other related problems of turning that manuscript into a book and then... selling that book! Nobody needs more problems. Seldom will a publisher jump for joy at the prospect of having to figure out how to win yet another marketing battle.

"But what if... what if... you and your manuscript were to be immediately perceived by that publisher not as a problem but rather as...

A SOLUTION!

"What if you did the following? What if you hired a top-notch graphic designer to design the jacket of your book and then you created a 'dummy book' that would show exactly how your book will look after it has actually been printed? And then, what if you hired a copywriter to write a 'rave review' of your book and you had it typeset so it would occupy a full-page in the New York Time's Book Review magazine that comes out every Sunday? And then, what if you hired a celebrity to do a 60-second TV commercial (holding your book reverently in his hands and showing it to the viewing audience) and

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a 60-second radio commercial? And then what if you went back to that graphic designer who did such a good job on the jacket for your book and had him design a hard-sell window poster and a stand-up display for your book that could be used with pride by any retail book store?

"And then... what if you or your agent marched into that publisher's office carrying a TV with a VCR attached and, after handshakes were exchanged, y'all told that publisher you wanted to show him something and you popped in the cassette of that celeb doing your TV commercial? And then you pulled a tape recorder out of your jockey shorts, pushed a button and the publisher heard that same celeb doing your radio commercial? And then, you magically produce the current New York Times Book Review, open it up to where that 'rave review' has been pasted on to one of the pages so the publisher can see exactly how it is going to look when it really does get printed? And then, what if you produce your expertly designed window poster and stand-up display?

"What have you done? What have you brought to this publisher? Not a problem. No... you've brought him a... SOLUTION! A solution to his never-ending problem of... how to sell more books.

"And what about your manuscript? Hell, at this point, if you've done everything else with some degree of expertise, your manuscript is little more than an afterthought. If it delivers on the promises in the 'killer' presentation you've just made to that amazed publisher and... if it's at least written in English, you're probably home free."

See the difference in the approach?

Of course you do. Now, let's ponder a moment on the concerns and tribulations of all those editors out there toiling away at whatever magazines and newspapers they work for. What kind of problems do they have? More importantly, what kind of a solution can you deliver unto them?

Well, an editor's job is to fill his publication with lots of interesting articles and stories that will attract the biggest possible audience of readers for his publication. He gets these stories from several sources. The wire services like AP, UPI and Reuters. From staff and free-lance reporters. From tipsters and "deep throat" type sources. And, sometimes, from self-serving press releases. So, what is it that would make an editor want to print a particular news release? Or not print it? Well, for one thing, what that editor is looking for is news. But not just any kind of news... he's looking for news that will be of interest to a sizable portion of his readers. Therefore, the fact that your Aunt Mildred just had her gizzard removed may be of interest to you and your family but, it probably isn't going to thrill that hard-nosed editor or his readers. So, we want to make sure our press release contains widely interesting news. And, if you want to stack the deck in your favor... let's make it news that will benefit his readers. For example, let's say you are an M.D. who has opened a medical clinic that specializes in treating people with diabetes. And, since you are not only an M.D., you are also an M.D. who reads The Gary Halbert Letter, you realize the first thing you should do is put on your thinking cap and think about an offer you could make in your news release that would not only be self-serving but also richly benefit-laden to the readers that that hard-

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working editor is trying to titillate. You think and think and finally, you send out a press release that has this headline...

Do you have any of these 7 warning signs?

NEW MEDICAL CLINIC OFFERS FREE BLOOD TEST TO PEOPLE WHO THINK THEY MIGHT HAVE DIABETES!

The press release would then go on to discuss the seven (?) warning signs of diabetes and tell readers how to make an appointment with the clinic for a free test if they have any of those symptoms.

Bingo! What this press release has provided is not only news but... benefit-laden news!

But, what if there isn't much interesting news about your business? What if you are an accountant who offers pretty much the same services as all the other accountants who are out there accounting? Then, my friend, if you want some of this Free Media Publicity...

YOU'VE GOT TO CREATE SOME NEWS!

I mean look, what the heck are you going to send out... maybe press releases that say something like this?

LOCAL ACCOUNTANT WANTS MORE BUSINESS!

Who cares? But let's say you are not a run-of-the-mill accountant. No Sir. You are a GHL reader and you say "Hmn? Maybe I could get a celeb to endorse my business?" And now... maybe your news release could say...

LOCAL ACCOUNTANT HOOKS UP WITH SHIRLEY MACCLAIN AND OFFERS A FREE SEANCE WITH EVERY TAX RETURN!

Or maybe you could create news by generating some controversy and your news release could be headlined like this...

LOCAL ACCOUNTANT SAYS ALMOST EVERY TAX RETURN IN SMALLVILLE CONTAINS 10 STUPID MISTAKES!

Let's examine a real-life example. Basically what I do for a living these days is I write this newsletter and give seminars. And, as you know, we've recently moved our offices from Marathon to Key West, Florida. What you may not know is that our new office location is nothing short of spectacular. We have the entire top floor (5,000 square feet) of a 115-year-old building located in the historic waterfront section of Key West. Our parent company is Everett & Lloyd, Inc. and some of our readers and seminar attendees think we're pretty hot stuff.

So what? Not much news there. So... I started thinking... what if Everett & Lloyd filed a new DBA and we started calling ourselves "The Key West College of Millionaires"? Would that open up any doors? Could that get us some ink? John Carlton wrote the following press release and here is exactly how it appeared in our local paper, the Key West Citizen.

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FOR IMMEDIATE RELEASE

And can you believe it sold out at almost $7,000 per head?

Pier House Resort Is Host To First-Ever Seminar By Newly-Formed "Key West College of Millionaires"

DATELINE KEY WEST — Have you heard about the Key West College of Millionaries?

If you haven't, you soon will. Because, according to college sources, this amazing example of "entrepreneurial alternative education" has already taken the first steps toward world-wide recognition. Billed as "an institution of higher earning," the Key West College of Millionaires is the newest division of Everett & Lloyd, Inc., publishers of the internationally-distributed "Gary Halbert Newsletter," and producers of ½-hour television shows for cable networks. Their most recent production was the much-talked-about "Get Skinny with Marilyn" show, filmed at Hawk's Cay Resort in Grassy Key.

Main offices of the college are located on the top floor of the historic Harbor House building near Mallory dock.

Although this is the first seminar under the College of Key West name, Everett & Lloyd has actually been giving advertising, marketing and advanced business seminars for over three years.

The "College of Millionaires" idea came about when Gary Halbert, the creative force behind the organization, realized that an astounding number of attendees had gone on to earn staggering sums of money.

For example, a businessman named Rick Neiswonger listened to Halbert for no longer than an hour, yet used what he learned to make $2.7 million over the next year. Bill Williams, a physicist/inventor from the Northwest, used Halbert's advice to bring in $43 million. One Arizona follower earned $30 million from a single idea of Halbert's, and an Atlanta businessman took in $9 million with just the **basics** of Halbert's message.

Little wonder, then, that the Key West College of Millionaires is holding its first seminar at the Pier House in front of a packed house this week (October 8-11). But don't bother trying to drop by for a peek.

The seminar sold out months ago — at $6,950 per attendee!

Why would anyone pay almost $7,000 to attend a 3½-day seminar?

Because, attendees say, they are convinced they will receive more hard-core, legitimate money making information in those 3½ days than they could ever get from a conventional college in four years!

Most of the attendees are astute and knowledgeable business men and women from around the country who have come to Key West to learn from a virtual army of experts, headed up by Gary Halbert himself, a man once called "The World's Greatest Living Copywriter." And if references, track records and client satisfaction count for anything, there isn't a "dead spot" in the entire staff.

These professionals have all earned fame and fortune by helping clients demolish competition and lure vast hordes of customers into their businesses. There isn't a "theorist" or professorial-type in the bunch.

Much of the material taught in the seminar covers the same topics in Halbert's best-selling book, "How to Make Maximum Money in Minimum Time." One look at the subject headings and you can see why people are lining up to learn these "Million Dollar Marketing Secrets":

• The Amazing Direct Mail Secret of a Desperate Nerd from Ohio!

• How To Get a Product To Sell If You Don't Have One Already and How To Get It for Nothing!

• How To Get as Much Money as You Need To "Roll Out" Your Project and Get It Without Borrowing!

• How To Get Movie and TV Stars To Help You Sell Your Products and Services!

• An Amazing Secret That Can Make Your Newspaper Advertising 750% More Profitable!

• How To Get the Exact Name and Address of Every Man, Woman and Child Who Is Ever Likely To Become One of Your Customers!

• What To Write on a Simple Postcard Mailing that Will Make People Flood into Your Business

• Can It and Clone It!

• How To Mail Up To 100,000 Letters per Week at No Cost Whatsoever! (not even postage)

• How To Use 976 Numbers To Get People To Pay To Hear Your Sales Pitch!

• How To Make Your Ad in The Yellow Pages Pull in 400% More Business Than It Does Now — At No Extra Charge!

• How To Use Cheap Little Classified Ads To make as Much as $10,000 per Day!

• How To Use RCS To Find Your Dream Lover!

• How To Get Yourself or Your Product Featured on Cable TV at No Cost Whatsoever!

• The Dark Side of Success!

• How To Get the Most Valuable Free Gift in All the World!

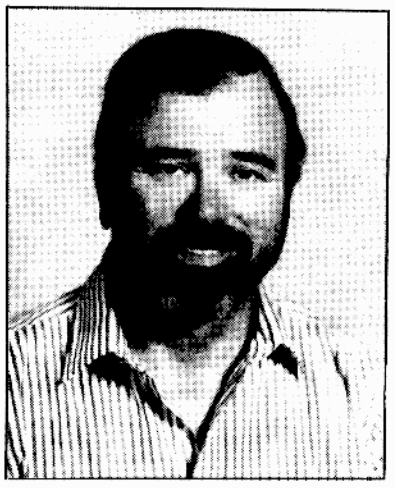
What's more, the list of expert teachers at this seminar reads like a "Who's Who" of American business success:

• John Carlton, one of the premiere advertising copywriters in the country.

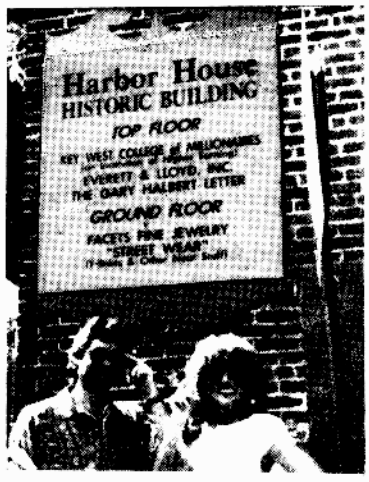
• Dan Kennedy, an expert on TV "infomercials."

• Mike Glaspie, one of a handful of men who truly understand how to successfully use "900" telephone numbers to make money.

• Mark Stoddard, president of the prestigious "Jefferson Institute" in Utah.



Gary Halbert is the founder of the Key West College of Millionaires.



The College is located on the second floor of the historic Harbor House.

• Eric Weinstein, who is attaining legendary status in the direct mail list industry.

• Nancy Jones, perhaps the only person in the country who can get top media placement at cut-rate prices.

• Chase Revel, founder and former CEO of "Entrepreneur Magazine."

• John Eger, an expert in national classified placement.

• Don Camp, the world-famous celebrity photographer whose clients have included Sophia Loren, Paul Newman, Cybil Shepperd and others.

The future of the Key West College of Millionaires includes the launching of several new TV shows using Key West as a location, more seminars (November is sold out, but room remains in the December seminar), and regular classes held in Harbor House which will be open to the public.

In addition, the college is looking for a suitable location in Key West to house their new "Millionaires Bookstore" which will contain the most incredible collection of valid money-making information and secrets ever assembled under one roof.

More information can be obtained at the Harbor House offices, or by calling (305) 294-8425 during regular business hours.

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Howja like those apples?

OK, now let me tell you how to <u>think</u> about all this. What you should do is, you should imagine you are a reporter working for your local newspaper and your editor has sent you out to visit a certain company (yours) to find out if there is any kind of story there worth publishing. What you would do, in most cases is, conclude there is <u>not</u>. However, if the company had taken the trouble to...

MAKE ITSELF NEWSWORTHY...

then perhaps you (as that reporter) would come back with a hot story. What is the Key West College of Millionaires doing to make itself newsworthy? Well, for one thing we are selling out seminars that are almost $7,000 per head. That's kind of newsworthy all by itself. Wouldn't you, as a newspaper reader, want to know what makes a 4-day seminar worth $6,950? And you know what we did at the end of our October seminar? We had a graduation ceremony! Complete with caps and gowns in our school colors. (Green and gold, of course.) We gave out diplomas and we sang our school song, "Millionaires Blues," written by a brilliant young copywriter named David Deutsch. Future plans include an athletic team called "The Greenbacks" who, like the Harlem Globetrotters, will only play opposing teams that are on our payroll so we'll always be sure to win. We want a Mercedes or Roll's Royce limo as a school bus and our guarantee is...

WE'LL TEACH YOU MORE ABOUT HOW TO MAKE MONEY IN FOUR <u>DAYS</u> THAN YOU COULD LEARN IN A "REGULAR" COLLEGE IN FOUR <u>YEARS</u>!

Actually, that's an easy guarantee to meet, seeing as how most colleges teach utter zippo about how to make serious money.

Would you like to know what a professionally-prepared news release looks like? I knew you would so... if you will call Tracy Tilson at **(800) 749-2708**, she will, as a favor to me, send you a few that have been prepared by her office. By the way, Tracy was very helpful when I was researching this issue and she can be of immeasurable help to you if you decide to get serious about this business of getting Free Media Publicity.

OK, let's get down to cases. To make it as easy as possible, what we'll try to do here is get you some free ink from your hometown paper. What you do first is you write a benefit-promising news release like the one I mentioned earlier about that M.D. who is opening a diabetes clinic. Then you get an 8 x 10 black and white glossy photo of you to send along with your news release. Also, in the package, you include a bio of yourself including where you went to medical school, when you graduated, where you interned, etc. You also include a "Fact Sheet" that gives sources and supports any statements made in your release. See, what you are doing here is assembling a package that makes it a "no-brainer" for the paper to do a story on you. First of all, if they so choose, they can publish your release <u>absolutely verbatim</u>. Or, if they want to embellish the story, they can call the sources given in your fact sheet and check out your references. Oh, I almost forgot, you should also include an 8 x 10 glossy of your clinic.

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OK, once you get all this into a professional-looking package, you go through your daily paper until you find a story written by a reporter that is somehow related and/or sympathetic to your story. Maybe it's a story that quotes another doctor on the recent outbreak of mosquito-born encephalitis. Then, you put your PR package in an envelope, seal the envelope and write on it "PERSONAL FOR REPORTER ED MUDSLINGER" and then...

YOU FED EX
IT TO THAT REPORTER!

Then, you wait two days and you call him and make sure he got it, see if he's got any questions and gently inquire is he going to write you up. Will it work? Who knows? But the odds sure are on your side. If your release does get printed, it is likely to get you more business than an ad of the same size because, as an article, your write-up has much more believability.

However, this business of going to your local paper is just something to cut your teeth on. If you have an important, exciting, benefit-laden message, it could conceivably be of interest to all 15,998 other easily reachable newspapers in this country (there's 101 more in Canada). And all 8,349 easily reachable magazines. And all 1,138 easily reachable TV stations. And all 9,061 easily reachable radio stations.

But wait a minute. Where do we find out about all these other media outlets? Gee, I thought you'd never ask. You get this info from Bacon's Publicity Checker which comes in two volumes that cost $195.00 per volume. One volume is for radio and TV and the other is for newspapers and magazines and, in either case, you'll get all the data you need to be able to activate as frenzied a PR blitz as your greedy little heart desires.

Do you realize what you have just learned? It is no less than a blueprint for you to rake in millions of dollars in orders without any advertising expense whatsoever! And do you realize what you are doing right now? I bet you don't because, what you are doing is...

YOU ARE UNDERESTIMATING
GURU GARY!

Yea verily, dear reader, as sensational as the info you have just read is, it has been nothing more than foreplay. You see, with a couple of month's concentrated effort, you could have probably dug up much of what I've told you so far from other sources. But now, my friend, I'm going to share with you a thought that has never before been thunk on how to get free write-ups. As I said earlier, "an editor's job is to fill his publication with lots of interesting articles and stories that will attract the biggest possible audience of readers for his publication."

But why? Why does he want to do this? Very simple... it's so he can SELL MORE ADVERTISING! So, I says to myself, "Self, what if you sent out a news release that not only made an interesting article but also filled the self-serving needs of that particular media?" Maybe a news release with a headline like this...

NEW BOOK BY TOP AD EXPERT SAYS
NEWSPAPERS ARE THE BEST PLACE TO
SPEND YOUR ADVERTISING DOLLAR!

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...or...

RESEARCH REPORT FROM KEY WEST COLLEGE OF MILLIONAIRES SAYS RADIO ADS CAN GENERATE A FLOOD OF CUSTOMERS FOR ALMOST ANY BUSINESS!

...or...

MARKETING GENIUS SAYS AMERICAN MAGAZINES ARE ABSOLUTELY THE BEST MEDIA TO USE TO GENERATE HUGE SALES FROM A WELL-DEFINED MARKET!

Now, I ask you, is that sneaky thinking, or what? Look, what I'm suggesting here is simple. I'm suggesting you "customize" your PR releases to help fill the needs of those to whom you send them. You're going to have to put on your thinking cap to do this. Maybe if you're a local retailer, your hometown newspaper would love to print a story headlined, "Local Hardware Store Owner Says Advertising In The Akron Beacon Journal Has Doubled His Business!" Or perhaps, if you are a head-shrinker, you could send out releases that say, "World Famous Psychiatrist Says The Simple Act Of Thumbing Through Your Favorite Magazine Can Help Ease Depression!" Or if you own a nursing home... "Doctors At Local Nursing Home Say Radio Is One Of The 'Tools' They Use To Keep Patients From Getting Lonely!" Or if you are an author... "New Book Says Advertising On TV Can Make You Rich And Famous Almost Overnight!"

And so on. You'll have to come up with your own variations. And yes, it is work. It is not a "magic money chant" that will make fungolas fall from the skies. Without question, there is effort required here but, my friend... think of the potential rewards. Think about those 181,000 orders at $19.95 apiece Harold Moe got from just one (1) news release. And then... think about those 34,647 other media outlets that are listed in Bacon's Publicity Checker that are...

JUST WAITING TO HEAR FROM YOU!

Peace.

Sincerely,

Gary C. Halbert

Gary C. Halbert
The "Czar of PR"

P.S. Would you like to have a copy of that press release that got Harold Moe those 181,000 orders at $19.95 apiece? And also a copy of the stupid ad that made the same offer in the same publication that only pulled in six (6) orders? If so, be sure to read the next letter you get from me which will be going out in just a few days. Thanks.

PHONE
(305) 294-8425

THE GARY HALBERT LETTER
423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 7:48 a.m.
November 14, 1990

Dear Friend & Subscriber,

I am somewhat astonished. I must have a lot of friends.

As I told you a few days ago, I have received so many warm, heartfelt letters, phone calls, Federal Express overnight messages, faxes and other communications in response to my September newsletter that I feel a simple "thank you" would not do justice to this enormous outpouring of support.

Therefore, I've decided to send you this extra letter which, I hope, will accomplish three things: (1) it will shed some light and ease your mind about my current situation, (2) it will tell you how to get a free copy of that press release that got Harold Moe 181,000 orders at $19.95 apiece (and the dumb ad that made the same offer in the same magazine that only pulled in six orders!) and finally, (3) I am going to make you an offer that could conceivably cure all your financial problems, and mine, at exactly the same time in one giant stroke of pure genius!

First things first. Everybody's OK. My son Kevin was in the hospital for a full week after his appendix burst, but he's out now and back in college where he's studying to be an advertising/ fashion photographer. You want to know how I'm sure he's OK? It's simple, his "normal" mindset has returned. For example, when his instructor gave his class an assignment to do a photographic self portrait, what Kevin did is, he filled a bathtub with goldfish, lay down on his back in the tub, put his head underwater, stuck his arms straight up, held a camera in his hands and took his self portrait while his self was under water. Not only that, for another assignment, he drew a crowd of curious neighbors because he was out on my ex-wife's lawn photographing a young lady he had persuaded to pose with her head in a guillotine.

So, I guess he's OK. I wonder though, where he got his odd way of thinking? I guess it's all from his mother.

Actually, the only "carry over" from Kevin's medical emergency is a nasty little $18,000 hospital bill that old Pop is

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stuck with. Oh well, for me that's not the end of the world. But it got me to thinking... you know, there is something dreadfully wrong with the healthcare system today when hospitals bill out aspirin at $12.00 apiece and even a "routine" operation can be so expensive it can devastate a non-insured family with an average income.

As far as Paulette is concerned, she is making a remarkable recovery and her doctors have every right to congratulate themselves on a job well done. Listen, Paulette has had a moderately damaged right shoulder for quite some time but, as far as she was concerned, it was nowhere near serious enough to require medical attention. Unfortunately, all that changed during a somewhat stressful scuba diving trip on the Florida reef near Key Largo. It was, at first, a pleasant, commonplace afternoon dive as Paulette and I eyeballed all the pretty little sea creatures and fantasized about how delicious some of them would be on our dinner table. Then... everything went black. I mean literally. What happened was, a truly fierce thunderstorm came boiling up out of nowhere, almost totally blackened the sky and turned our afternoon dive into an unexpected night dive. Actually, at first, I loved it. It is an indescribable thrill to be 60 feet under water and look up toward the surface and see flashes of lightning dancing all over the place. It's like being in an underwater discotheque where all the strobe lights are programmed and operated by God.

However, the water got very rough and by the time we got back to the dive boat, the boarding ladder was swinging wildly in the huge waves. Well, there's Paulette already weighted down with dive gear and tank and she grabs the ladder on its downswing and then... on the upswing, it tore her already-weakened shoulder right out of its socket.

During the next several months, Paulette did her best to ignore the pain but it just kept getting worse and worse. And eventually, it got critical. What I mean by that is, it finally got so bad she could no longer assume certain sexual positions I so much enjoy and then, of course, I had to insist something be done.

Seriously, it did get worse and worse and finally, she just had to see a doctor. Look, I don't understand this exactly but, apparently everybody has a ring of cartilage in each shoulder and Paulette's would keep slipping up and out of place. So, what they had to do was operate on her and, pull that ring of cartilage which is sort of like a gasket (I think), back down into place and then insert pins in it to keep it where it is supposed to be. The aftermath of this particular operation is so painful that her doctors made her stay in the hospital for an extended period of time and they hooked her up to an automatic dope-dispensing machine that would feed her heavy-duty painkillers whenever she pushed a button. (You know, it's lucky nobody has ever hooked me up to a machine like that; with my addictive personality, I'd

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still be in that hospital pushing away at that button till my fingers were raw!)

But anyway, she's past the worst of it now and she's been going back to the hospital several times a week for physical therapy which has helped enormously. She is so much improved, in fact, she came home glowing the other day because the doctor says she is now cleared to take up scuba diving again!

Look, I know what you're thinking. You're saying to yourself, "OK fine. It's great that Paulette's doing better but what about the real concern here, the truly important issue as to whether Gary's sex life is what it needs to be?"

Thank you for your concern. But fear not. I'm doing just fine.

John Lane, who I also mentioned in my "grief" newsletter seems to be doing better, too. But, as a precaution, he's going in for more medical tests and we're all pulling for him. And my friend and cohort John Carlton's mother continues to amaze her doctors and defy the odds and is holding her own very nicely.

...BE WELL GOOD PEOPLE AND GOD BLESS YOU ALL...

Now, as far as my financial situation is concerned, I have to say I was completely blown away by all the offers of support that came flooding into my office. People willing to lend me money. People willing to give me money. People taking it upon themselves to send me checks (which I have returned uncashed) and asking nothing in return. So listen, I must emphasize that things aren't that dire. There are no wolves at the door, no burly guys named Guido coming out to repossess the Rolls and, as far as I know, no new banker schemes to siphon off more of my money.

In fact, we're actually doing quite well. It's just still hard for us to get our money. This merchant account "legal banditry" does continue to prey on my mind. The only way I can look at it and stay sane is to concentrate on the one "good" aspect of the bank holding nearly 1/3 of all our credit card charge orders: It's sort of a forced savings plan that insures there is money always in the pipeline. I can't get to it when I want to, but it's there. And eventually, I guess, I will see it all.

Anyway, here's something you might find useful out of all this. It's the "mindset" I go into whenever my economic situation starts heading south. I don't think in terms of borrowing money. And certainly, I don't think in terms of somehow getting people to

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give me money. No my friend, whenever my cash-flow gets low...

I THINK IN TERMS OF CREATING VALUE!

That's why I was so excited about the "Marketing Revolution" product I offered recently. It truly is worth thousands and thousands of dollars and... so many people were savvy enough to accept it as my "ethical bribe" to get early renewals to this newsletter that it was enough to pull me out of the minor financial crisis I was experiencing.

However, I'm still not satisfied. What I want now is enough of a cash reserve to make sure I don't have to panic if another bank or some other insane institution goes looney tunes on me and decides to kidnap even more of my operating capital for some obscure reason. (Isn't it a sad comment on life in the U.S. when a man has to think like this?) In any case, I now find myself motivated to make the most sensational offer I've ever made in the entire time I've been publishing this newsletter. What it involves is the partial selling off of the most precious asset I have, which is...

MY TIME!

Listen, I'm about to make you a very intriguing offer here, but I want to tell you right now that, if you are interested, you should jump on this opportunity just as soon as you can, because...

1. I still can't believe I'm making this offer at all, and...

2. I can assure you that the very second I can comfortably pull this offer off the market, I will do so. This is not an "open-ended" offer of any kind. It's here now, but it sure isn't gonna be here long!

Is this something that's likely to be of interest to you? It's easy to find out. All you have to do is answer "yes" or "no" to this one simple question:

WOULD YOU LIKE TO ATTEND MY KEY WEST SEMINAR WITHOUT EVER LEAVING THE COMFORT OF YOUR HOME AND... ONLY PAY A FRACTION OF WHAT IT WOULD NORMALLY COST?

Now wait a minute. Hold the phone. I'm not just talking about sending you a bunch of audio tapes. No, I'm talking about you being able to hear the seminar, see the seminar, get your hands on all the "pass out" material and some of the best of the

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camera-ready advertising created for the attendees and... I'm talking about you getting your own personal "hot seat" with me, John Carlton and other "selected mercenaries" from my personal army of marketing experts!

Before I tell you in detail about everything you get, I'd like to take a moment to explain why I've decided to make this offer. As I said earlier, whenever my cash-flow gets low, I immediately start thinking in terms of creating value. And, in a business sense, the most concentrated form of value I have to offer is... the "seminar experience." I do not exaggerate when I say that often, when a person comes to one of my seminars it is...

A LIFE-TRANSFORMING EVENT!

Would you like to know who you are most likely to meet when you come to a Gary Halbert seminar? It's simple... it is someone who has been to a previous seminar! You see, after a person leaves one of my seminars, he often goes out and makes so much money so fast that, the expense of coming to another seminar is of almost no consequence. However, my seminars are expensive. The tuition alone is almost $7,000 and that does not include meals, lodging, air fare, etc. And Key West, my friend, is not a cheap place to visit. Rooms, for example, at the Pier House where I hold my seminars, go for as much as $245.00 per night. And try as you might, it's awfully hard to pass up dinner at one of the island's 4-star restaurants, regardless of the cost.

Also, since many attendees bring a spouse and/or a guest, the bottom-line of all this is... many people spend as much as $11,000 or $12,000 to come to Florida and listen to my babble.

Is it worth it? I'll let you decide for yourself. At the end of my last seminar, we passed the microphone around to all the attendees and asked them for their comments. I've enclosed a copy of that tape with this letter and I'd appreciate it if you'd pop that cassette into your nearest boom box and give a listen. What you'll hear (on side #2) is my comments about the creative people who helped me pull this off and (on side #1) you'll hear the comments of the attendees.

What you're going to discover when you listen to this tape is that all my attendees, in spite of the cost, clearly feel that my seminar was...

NO LESS THAN THE BARGAIN OF A LIFETIME!

However, $11,000 is $11,000. And, my recent experiences of rooting around in the silt of that vast financial ocean out there has opened my ears to those of you who are forced to miss my seminars solely on economic grounds. As I've learned, it's certainly no crime to temporarily be hard up for money. Hell, with the banks, taxes, the government and Saddam Hussein all

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working against us, it's a wonder any of us can pay the rent! So, in truth, I've got three reasons for making this offer to you:

1. It will make me some money and...

2. Most likely, it will make you a lot of money which means that hopefully...

3. **YOU'LL BE SO PLEASED AND SO FLUSH THAT SOON, YOU'LL BE COMING TO ONE OF MY SEMINARS IN PERSON!**

In a moment, I'm going to itemize for you all the people and information you will be exposed to if you accept this offer. But first, I must tell you that there are some names you will not be reading in this letter. What I'm talking about here is my considerable network of "money people" who are anxious to invest in valid direct response projects. Most of these people simply don't want their names bandied about to people who will waste their time. Be advised, however, that one of the components of the package I'm offering here is total access to these "money people." You, if you accept this offer, will receive their names, addresses and private phone numbers. Equally important, you will also receive detailed instructions written by me that reveals exactly how you should approach these people if getting funding for a project is one of your goals.

OK, you might call what I've just described as the "hidden component" of this offer. Here then, is a list of all the components which, except for #1, I am free to tell you about in glowing detail.

COMPONENT #1. Complete access to my secret network of "money people" as described above.

COMPONENT #2. Approximately 30 hours of video tape (VHS).

COMPONENT #3. Approximately 37 hours of audio tape (on cassettes).

COMPONENT #4. All seminar "pass out" materials.

COMPONENT #5. Copies of camera-ready advertising created for the attendees.

COMPONENT #6. A 1-hour "telephone hot-seat" with me, John Carlton and other selected experts.

COMPONENT #7. Ah, this one's the kicker and, I'm going to save it for a surprise until

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the end of this letter! (Don't worry, you'll love it.)

Let's talk first about the speakers on the audio and VHS video tapes. I guarantee you'll be amazed as...

NANCY JONES reveals...

HOW TO BUY YOUR ADVERTISING FOR A FRACTION OF WHAT EVERYBODY ELSE IS PAYING AND GET MORE ORDERS THAN YOU EVER THOUGHT POSSIBLE!

Nancy Jones has bought millions of dollars' worth of advertising for me, Chase Revel (founder of "Entrepreneur Magazine") and several other savvy insiders. She always "stops-the-show" at my seminars but, this time, she truly outdid herself. This is the best she's ever been and she left no doubt that she really knows her business cold. John Carlton and I thought we had this area wired but Nancy surprised even us. Between us, John and I took 37 notes on stuff we didn't know! Here's just a sample of the inside "pro secrets" Nancy delivered during her electrifying presentation:

- Why the "National Enquirer" is an over-rated buy and why two other tabloids ("Weekly World News" and "Midnight Globe") can earn you a fortune overnight!

- How to use newspapers to test appeals and offers before you begin expensive direct mail projects!

- The secret technique that can instantly double the profit of your full-page ads!

- Why you should never run anything smaller than 1/4 of a page!

- How to tell when a media rep is trying to sell you the "Gestapo Rate!"

- How the pros use editorial style ads (like a rave review) to get 20 times the orders they would normally get!

- How to do an "end run" around strangling bureaucratic nonsense to get your ad to run the way you want it to run!

- A nifty trick to get a 50% break on insertion orders! (But don't expect this from a "normal" media buyer.)

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- Why you should always ask for the 12 X rate!

- The one magazine in America that, as far as Nancy knows, has never failed to pull a huge profit for a mail order advertiser!

- What you must know about the back page of the comics section!

- How you can present a long message in a 9" by 10" format for only $4.75 per thousand readers!

- How to "jimmie" the newspaper agents by "talking their talk" and how to get the rock-bottom rates that are always available, but never offered "over-the-table"!

- The only way to efficiently mine the lucrative (but criminally fickle) Canadian newspaper market! (You can lose big by trying a conventional approach!)

There's a lot more. As I said, Nancy really outdid herself this time... My friend, I implore you... do not even think about buying a newspaper or magazine ad until you have absorbed this amazing presentation by Nancy Jones, the ultimate "Master-of-Media!" And now, let's stay focused here as...

ERIC WEINSTEIN reveals...

HOW TO MAKE SURE YOUR SALES LETTERS ARE GOING OUT TO THE HOTTEST MAILING LISTS YOU CAN GET YOUR GREEDY LITTLE HANDS ON!

I've been working with Eric for nearly a decade and, when it comes to mailing lists, what he doesn't know isn't worth knowing. The difference between Eric and other brokers is Eric really gets creative when it comes to mailing lists. As I pointed out in an earlier letter, one time when I was looking to get more names to mail a diet promo to, Eric came up with a unique solution. What he did was, take the driver's license compiled file (about 140 million names!) and did a mathematical correlation between height and weight that enabled us to select out all the porkers. And, because of that, the "universe" for my diet direct mail promo was enormously enlarged. Another time, Eric came up with the idea of using Fingerhut's credit reject list for a mailing for a client who was selling a report on how to get a MasterCard or VISA credit card. It worked like crazy!

Anyway, during his presentation at my seminar, many hot new items of inside info were exposed. Here are a few:

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- The three most important "money-making" qualifications of <u>any</u> list!

- Why you need to understand Guru Gary's "Porcupine Theory" of finding customers who are "in heat" for your product right <u>now</u>!

- How to tap the "cycles" of frenzied buying most markets go through! (Even a hot product can fail if the market has temporarily gone cold.)

- The "secret reason" why most TV generated names <u>won't</u> respond to your direct mail promotions!

- How to ferret out the <u>real</u> reason people are on a mailing list you are thinking about using!

- Will one 900# generated phone list work for another 900# offer? (Surprising answer!)

- How to use merge/purge to discover the hottest names in <u>any</u> market!

- The amazing secret of how to make <u>compiled</u> lists work! (Believe me, when you know <u>this</u>, your profit potential will expand almost beyond belief!)

- How to tap a <u>unique</u> cash-generating list source that most mailers miss!

- How to create your <u>own</u> hot mailing list for spare change and why this could turn into your hottest profit center ever!

- Why the weakest offers create the most responsive mailing lists! (This'll surprise you.)

- The exact "magic" price that will pull in the most orders for you! (Vary from this by even 10c and you could lose your shirt!)

And... and... ah nuts, Eric discloses <u>so</u> <u>many</u> hot secrets you're just going to have to tune in to his talk to get it all. Besides, we've got plenty more fish to fry here and, although I believe in long letters, I don't want to end up here writing a <u>book</u>! So, let's mush on as...

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TRACY TILSON reveals...

HOW TO GET ALL THE FREE ADVERTISING YOUR PROFIT-SEEKING SOUL COULD EVER DESIRE!

Wait till you see Tracy on the video tape. The woman is so sexy looking it's hard to pay attention to her message. But you better pay attention because, what she has to teach can save you thousands and make you millions. By now you've probably read my October newsletter which was all about getting Free Media Publicity and, if you'll recall, I openly acknowledged that Tracy gave me a lot of help on that issue. Well, as proud as I am of my October newsletter, Tracy, during her talk at my seminar, released even more hot info. For example:

- The exact best PR technique you can use to get the most "free advertising" you could ever hope for!
- How to use the "instant credibility" factor to force people to believe your claims!
- Why perception is reality!
- How to make sure you become the "acknowledged expert"!
- The often overlooked negatives of this business of getting free PR!
- Why your press release should seldom be more than 1-page!
- How to get the wire services to distribute your press release! (This could be worth a fortune.)
- Why you need and how to use a clipping service!

And so on. This lady is dynamite and so far, I've just given you a "taste" of what she has to share. But, time waits for no man so, let's move on and be further enlightened as...

DAN KENNEDY reveals...

HOW TO PRODUCE A CABLE TV SHOW THAT BRINGS IN 1,000 TIMES AS MUCH MONEY AS IT COST YOU TO MAKE IT!

I have to be careful here. Dan Kennedy's presentation at my Key West seminar was so electric I could easily devote a 30-page letter to nothing else but what he had to say. Dan is so

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sensational as a speaker and... his info has so much profit potential, he was easily worth the entire cost of my seminar all by himself. If you have even the slightest interest in having a 1/2 hour cable TV show pump money to you like it was going out of style, you must pay attention to this man's presentation! Here are just a few of the many things he will teach you:

- How to cut your bottom-line production costs in half!
- Why the economic rules of cable TV have changed dramatically in the last 12-months!
- Who the "big guys" in the industry are and how you can get to them!
- The inside story of the most effective "budget" infomercial ever seen on TV which... brought in a fortune but only cost pennies to produce!
- How to use TV to build the largest and most rabid in-house list you could ever hope for!
- The 14-point "check list" for a successful show!
- What the most important message is you must get across in the first 30-seconds if you want people to keep watching!
- How to use the age-old "pile-on" technique to boost perceived value!
- How to use basic "Salesman's Secrets" to keep viewers glued to your show!
- The single most important characteristic of your host!
- How to decide if your message should be "soft" or "hard"!
- How much you should pay for celebrities! (Including royalty agreements.)
- The 5 biggest mistakes in TV sales!
- Why your back end is critical and how you can create a telephone "upsell" that will suck out even more money from 40% of those who call to order!

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- How to minimize refunds and how the "stick-rate" can make or break you!

- Who you absolutely need on your team to successfully produce a show and... how to divvy up the pie without giving away the farm!

- The weakest link in your production staff and how a certain "little detail" can ruin your show!

- The hidden "Black Hole" where most of your production money will disappear unless you know about it beforehand!

I could go on and on. Dan Kennedy is a walking encyclopedia of useful insights about how to make money on cable TV. He says when you drive through any neighborhood at night, the clicking sound you hear these days is not insects. No, it is people using their remote clicker to change channels! And above all else...

DAN KNOWS HOW TO STOP THAT CLICKER!

Want to know something that made me feel good? After the seminar, in a private chat, Dan told me he is originally from Akron, Ohio and his first copywriting job ever was with my coat-of-arms company, Halbert's Inc. How about that? Listen, no matter what else you do, you've got to watch and listen to Dan on the audio and video tapes I want to send you! Now, let's change gears as...

ALAN MILLS reveals...

HOW TO MAKE SO MUCH MONEY WITH 900 NUMBERS YOU WILL LAUGH ALL THE WAY TO THE BANK!

Alan was a bonus speaker. He was not mentioned in my letter which announced the seminar. However, it was a real privilege to have him in Key West. You see, he and his partner, Christy Hadzick are, perhaps, the biggest players ever in the 900# business. On just one of their 900 lines, Alan and Christy averaged 30,000 calls per day! Now, at a profit of about $1,000,000 per month, how would you like to have a "money-machine" like that? You can, because, during his talk, Alan revealed just about every inside secret you'll ever need to know to start raking in big bucks in this highly lucrative area. Alan says the 900 business is so profitable that, he won't even mess with a line that pays out less than $10,000 per month. He also points out

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(with a big smile) that checks from AT&T are always good! Here's just a few of the other money-making gems he laid on us:

- The difference between "Passive" vs. "Interactive" 900 lines and which are more profitable!
- Why 976 lines are different from 900 lines and when they can be more lucrative!
- How "Premium Billing" can mean real bucks!
- The story of 900 rotary lines and how to use them to make sure your caller never gets a busy signal!
- The real reason those "confession" lines are so incredibly successful!
- An exact explanation (by rank) of which age groups are the biggest customers for 976 and 900 lines!
- Which trends are hot, and which are burned out! (What should you set up? A confession line? A music line? A lotto or an astrology line? A movie line? An active dating line? An opinion line? Something else all together? Listen to Alan before you invest a penny!)
- 5-steps to nailing down your 900 market! (1: get a carrier, 2: make deal with major broker, 3: get consultant, 4: produce recording, 5: do marketing)
- Why most ads for 900 lines should be simple 30-second TV spots!
- How to compete with yourself to double profits and "pre-empt" the competition!
- How to get 50% more profits through "tag" lines!
- How to capture the name, address and phone number of your 900 line customers! (You won't believe this.)
- Who are the best space brokers and how you can hook up with them!

I'm telling you... 900 lines can be, if you are interested, the opportunity of a lifetime. In fact, this area is so hot, we could've had a separate seminar on just 900 numbers. But, of

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course, I like to offer a smorgasbord of money-making info so, let us pay attention as...

RICHARD GUYER reveals...

THE SECRETS OF USING DIRT-CHEAP "RIDE-ALONG" MEDIA TO CREATE A VIRTUAL RIVER OF FREE-FLOWING CASH!

You need to pay special attention here. Like me, you probably know very little about this man's speciality and that's a real shame. You see, Richard is probably the nation's leading expert on card decks, package inserts and other forms of what's known as "ride-along" media and there is an enormous (and mostly overlooked) potential for huge profits here. Basically, what it involves is, you reformatting your sales message and then having it ride along in someone else's fulfillment package, card deck, billing statement or whatever. What this means is... you can get your sales message into the hands of extremely hot prospects for as little as $8 to $10 per thousand readers! Here are just a few of the hot items of insight and info Richard revealed to my attendees:

- How to (and why you should) get your inserts into the bills being sent out by cable TV companies! (This is dynamite.)
- How to use inserts to promote your infomercial!
- Why card decks are totally dependent on headline copy and why the "window-of-opportunity" here is only 2-seconds!
- How to avoid the published rate on inserts and get fabulous "P-I" (per inquiry) deals!
- Why inserts are much cheaper than direct mail, TV or space!
- Where the most crucial copy is in your insert! (Tip: we're not talking about the headline here.)
- How to dominate any co-op mailing you go into!
- By the way, when I mentioned cable TV bill inserts earlier, I forgot to mention we're talking about 25 million prospects per month here that you will be reaching via 1st-class mail!

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- What you should know about Donnelly's (world's biggest list compiler) 929 market overlays!

- 800# card decks... 95% are biz to biz and why they are a huge opportunity for you if you are offering any kind of financial service or product!

- What you should know about the 144 different vertical markets for card decks!

- Why "free fall" inserts work best!

- Why you should always overprint when it comes to ride along media!

- Why inserts even work in DUN notices!

- The amazing story of "VALPAK" where 90% of the advertisers repeat! ("VALPAK" covers 49 states and leaves out Mississippi?)

And so on. Please... please... pay special attention to this man. He works in a little-known area that all of us (including me) should be exploiting. And now, tune in as...

MIKE GLASPIE reveals...

HOW YOU CAN GET A 900 LINE FREE AND HOW YOU CAN HIRE "THE VOICE OF GOD" FOR ONLY $50.00!

This 900 line business is so hot, I decided to have two experts at my Key West seminar. Both of them fish in the same pond but Mike Glaspie approaches everything from a different point of view. Here's a sampling of what he taught us:

- How you can get an 800#, a 900# and... A MERCHANT ACCOUNT... all at the same time! (This info could virtually save your business.)

- How to use direct response techniques to generate quality leads through your 900# line... where your leads pay you for the call!

- How to use "Refundable Guarantees" to increase sales!

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- How to avoid the 10% average loss of names on "voice capture"!

- Why "off-hook" and "on-hook" re-direct is so crucial to locking in profits!

- The problems inherent in "community" 900 lines where you have an "extension" number!

- Why 900 numbers will be the new MasterCard and VISA cards of the 1990's! (There are 40 million people who do not have credit cards) and... of the 80 million who do, 1/2 of those people do not have any leeway on their cards because they are over the limit and totally maxed out. (But... due to the 900# setup, they can still buy now and pay later!)

- How to use your 900# as a profitable piggyback on a toll-free 800# hard-sell!

- How to use cheap bonuses (with high perceived value) to boost your 900# revenues!

- How to hire the "Voice-of-God" to do your 900# recordings!

- The immense significance of the little-known fact that 17% of the people in America do not have touch-tone phones!

- Why Mike Glaspie will let you use his 900 line for 90-days!

There's a lot more. Mike says the 900 number industry will go to three billion dollars ($3,000,000,000!) by 1992 and that discount travel lines are currently working quite well. In truth, he delivered so much useful, hard-core, money-making info that what I've written here only gives you a mere clue of what he had to say. But, I've got to cut this letter off somewhere so, let's pay strict attention as...

JOHN EGER reveals...

HOW TO USE DIRT-CHEAP LITTLE CLASSIFIED ADS TO GENERATE CASH-FLOW WITH THE SPEED OF LIGHT!

Pound for pound, dollar for dollar, those little powerhouse classified ads are probably the top producers in all of

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"MediaLand." But you must know what you are doing. And I'll tell you what, John Eger is the best guide you could ever want when you're searching for "classified gold"! Look and listen and here's what you'll learn:

- How to advertise in 18,000 publications at once... at cheaper-than-cheap classified rates!
- The inside secrets of this extremely, well-read advertising medium which is almost totally ignored by 99% of professional advertisers! (This means there is a clear field for you.)
- How to tap into the real "average consumer's" mind through neighborhood and small community newspapers!
- What doesn't work in classifieds and why you shouldn't even waste your money on a test of these things!
- How to bring in piles of qualified leads at .75¢ each!
- How to use classified ads to minimize your financial risk (to almost zero) when you want good solid sales leads for almost anything!
- Why classifieds should pay you 7 to 1 on your investment!
- What you must know about "peer pressure" when you want to run classified ads in small papers!
- How to hit 250 million (250,000,000!) circulation each month for a cost of only eleven cents (11¢!) per thousand!
- Why successful classifieds ads are all "benefit-driven" and the significance of what that means to you!
- Why it is not unrealistic for you to make $50,000 per month from classifieds!
- Which works best: free shopper type papers or regular "paid for" type daily papers! (Don't be too sure you know the answer.)

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- How "classified networks" are organized by states and why whether or not you can "get in" is a matter of a "certain kind" of relationship!

And more. Much more. Look, I don't want to shortchange John Eger here but... my writing hand is getting tired and I've got quite a bit more ground to cover. So, suffice it to say, John Eger is the "best-of-the-best" when it comes to classified expertise and, when you see and listen to him on audio and video tape, you'll see exactly what I mean. But, for now, I want to move on.

OK, listen, many people think listening and watching the speakers is the most valuable part of the Gary Halbert "seminar experience." But that's not true. The real most valuable part of my seminars are the hot seats and, if you'll think about it for a moment, you'll understand why. You see, when an attendee is on the "hot seat" he gets feedback from all the speakers, all the other attendees, all the "captive" copywriters and, of course... me. And know this: you should pay attention to all the hot seats because, what we say to a guy like Ernest Harbin about how to sell a backhoe may very well have a direct application to you... even if you are selling insurance or pantyhose.

I'll let you in on a little secret. At my seminars, I never tell my attendees when their hot seat is coming up. At first, this tends to irritate them. However, before the seminar is over, those people who were, at first irritated, often come up and thank me. You see, some people, if they knew exactly when they were going to have their personal hot seat, would take time off from the seminar and explore Key West or something until it was their turn. And consequently...

THEY WOULD MISS THE MOST VALUABLE PART OF THE ENTIRE SEMINAR!

Don't you even think about making this mistake! Look, I don't have time here to describe exactly what we did for everybody or every hot seat. So, all I'm going to do is merely list the name of the person who was on the hot seat and tell you what his or her project was. This will give you an idea of the diversity of the projects we worked on but... once again I want to emphasize that the most useful ideas for you may very well come from a hot seat about something totally unrelated (seemingly) to your current business endeavors. So, damn it... you watch and listen to all of them. Here's the list:

Lucile Meredith (teaching children to read), **David Miller** (air conditioning), **Guy Moser** (business opportunity), **Tom Mudry** (hosiery/sportswear), **Joe Oneal** (Progressive Labs/vitamins), **Yevrah Ornstein** (understanding men), **George Platt** (Harty Press/printing), **Harold Scott** (Partyland Stores, Note: this guy's

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really a good sport), **Gil Steile** (900# manual, Note: a good one too!), **Don Stoneburner** (shipping parcels from Seattle to Alaska), **Richard Strawder** (selling real estate), **Ken Varga** (nurse's malpractice insurance), **Bill Adams** (soap and household cleaning products delivered to consumer's door), **Volker Bauerle** (rug art), **Jim Bramlett** (golf schools), **Ron Brekke** (Main Street America), **Alice Ciaston** (loan information), **Dennis Davis** (foreclosure seminars), **Vince DeMeo** (acupressure report), **Richard Foster** (several 900 lines), **Ernest Harbin** (backhoe, Note: this ol' country boy is sharp!), **Rick Hellberg** (estate planning), **Dean Hoover** (Vitalizer gas saving device), **Paul Klaus** (pens and pencils), **Audri Lanford** (computer program - Note: you won't believe this hot seat!) and **Gerald McCarthy** (business opportunity).

Whew! How's that for a mixed bag?

OK now, as I mentioned earlier, all of the above has been captured on 30 hours of video tape (VHS) and approximately 37 hours of audio tape. And don't forget, not only do you get all these audio and video tapes, you also get all the seminar "pass out" materials (including a sensational package of info from Dan Kennedy), total access to my secret network of "money people," copies of camera-ready advertising created for the attendees and, of course, you get...

A 1-HOUR TELEPHONIC HOT SEAT WITH ME, JOHN CARLTON AND ANY OTHER OF MY EXPERTS WHO WOULD BE HELPFUL TO YOUR PROJECT!

And here's the kicker: if at any time during the next year, you decide to attend one of my seminars "in-person," you can... **deduct every penny you paid for this entire package!**

My friend, no matter what you think, this is far and away the most sensational offer I've ever made in the entire history of my newsletter. I hope, for both your sake and mine, you take me up on it. But, as I said earlier, if you are interested, please act fast. My time truly is precious to me. After my Boron experience, I have found I value my time more than anyone I've ever met. So... when I tell you I intend to take this offer off the market the very second I can comfortably do so... please... believe me!

Now, I've also got to tell you that, in addition to the money you've got to lay out for this incredible offer, you must also know there are two "strings" attached:

STRING #1: You must listen to all the tapes before we schedule your telephonic hot seat. The reason for this is that, probably, the tapes alone will answer many of your questions and

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therefore... when you have your 1-hour with me and the other experts, we won't have to waste time going over stuff that's already been covered.

STRING #2: You must schedule your hot seat with me before my next birthday which is June 12, 1991. The reason for this is, I simply don't want this obligation on my time hanging over my head forever. And let's face it, if you review all this material and don't get something going in a big way by then, well... you don't need a hot seat, you need a coffin!

I'm sorry. I don't mean to be rude but, I really do feel that strongly about the value of this package.

Now, let's talk about price. What all this is going to cost you is $2,150.00 and, due to my recent "financial log jam", I would really appreciate it, if you can afford it, if you would pay it all immediately by check or credit card. However, my recent dismal experiences with banks have made me much more sensitive to people who are temporarily strapped for cash and so... if you are really in a bind, just call Karen or Paulette at my office at **(800) 327-0028** and we'll see if we can work out some kind of terms.

Sincerely,

Gary C. Halbert

Gary C. Halbert
"Hangin' In Like
Gunga Din!"

P.S. Hey, wait a minute! What about that Harold Moe press release? Do you have to accept this offer to get me to send it to you? No, you don't. As far as I'm concerned, you are entitled to it just for taking the time to read about this offer. So... all you have to do is call Karen at **1-800-327-0028** and tell her you want it and we'll send it right out to you via first-class mail. I would also appreciate it if, when you call, you would simply tell her whether or not you are going to take me up on this deal. The reason I'm asking you to do this is so I can get an early handle on how many video and audio tapes I need to get duped and also... how much time I'm going to have left to myself before I turn 52!

Peace.

THE GARY HALBERT LETTER

PHONE
(305) 294-8425

423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

FAX
(305) 296-2296

From:
Key West, Florida
Friday, 7:30 p.m.
November 30, 1990

Dear Friend & Subscriber,

I think it's safe to say the cat is out of the bag.

I'm talking about the economy. Look, this is not an investment newsletter but, even so, I'd like to make a few predictions. First, I predict that right this very moment, about 80% of the retailers in the U.S. are going over their sales figures while in cold sweat. Secondly, I predict those same retailers will drastically cut back on their advertising expenditures and start laying people off. Thirdly, I predict the news media, which just loves this kind of shit, will blare out more and more stories about how we're all going into the toilet. Fourthly, I predict the public buys into all this with a vengeance and tightens up on the old purse strings like a miser with rigor mortis. Fifthly, I predict real estate prices, which are now sometimes characterized as being in a "free fall," will soon take on the appearance of a financial bloodbath. Unemployment is going to rise, banks are going to topple like dominos, factories are going to close, bankruptcies are going to soar and... and... ah hell, you get the idea don't you? What I'm trying to say here is simply...

THE ECONOMY SUCKS!

And it's going to get worse. But you know what? Just because the U.S. economy is going into a tailspin doesn't mean <u>you</u> have to go along for the ride. As far as the coming depression is concerned, <u>you can choose</u> whether or not you want to participate. You can cry in your beer, wring your hands and sing your "woe-is-me" song to all who will listen or... you can keep reading this letter and learn how to turn the year 1991 into 12 months of pure gold.

What should you do during a down economy? Most conventional advice has a similar theme. Cut expenses. Wash your own car. Learn to do home repairs all by yourself. Reduce your inventory. Turn down the thermostat. Watch all your costs like a hawk. Trim down your sales staff. Cut back on your advertising.

Cut back on your advertising? That's truly stupid. During a slump, you should not endeavor to advertise less... no, what you should do is advertise <u>smarter</u>. Here's a quote I'm requoting from an excellent marketing newsletter called the "Results Report" which is published in

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Australia. By the way, the "Results Report" is, in my opinion, better than any marketing newsletter published in the U.S. except the one you are reading and you can get more info on it by calling **(07) 870-3700**. Anyway, here's the quote:

> "A study by agency Ogilvy & Mather and the US-based Strategic Planning Institute found a clear link between increased spending on advertising and increased market share... The study showed that companies spending 'much more' on advertising than their leading competitors as a percentage of actual or projected sales, captured 32% to 40% of the market... companies that spent about the same as their rivals gained a 23% market share, and those spending 'much less' had to be content with less than 15% of the market... Market share, in turn, has a dramatic effect on profitability. Those companies with greater than 40% enjoy an average return on investment of 41%, while those with shares under 15% return profits of around 9%."

Do it. Advertise like crazy. A depression economy should be looked at as an opportunity to excel, not as a reason for despair. But, as I said, do it smart. Here are 10 profit-boosting strategies and ideas to help you "recession-proof" your business and your life.

1. Adjust Your Attitude: The first "mental" condition necessary in order to achieve success is the inner certainty that you deserve success. You know, when I made my first pile of money, my "conditioning" from my parents ("Don't get too big for your britches. Remember we're not special people, we've got no right to have more than the next person.") forced me to work harder getting rid of the money (so I could get back down to where I "belonged") than I did to get the money.

Whatever. Anyway, the second mental condition necessary to achieve success is the inner certainty that you can solve your problems. You know, often at my seminars, I have to come down very hard on someone on the "hot seat" because that person is so sure his marketing problems can't be solved, he shoots down every budding idea immediately without ever giving it a chance to blossom. Usually, I let this sort of thing go on for maybe three to five seconds before I come on like a raging bull.

Know this: you deserve success, your marketing problems can be solved and, from now on, you are going to create a "nourishing" environment conducive to the flow and growth of ideas, new strategies, concepts and suggestions.

2. Be Objective: Look, having a positive attitude doesn't mean you have to act like an idiot. You can jump off a roof, flap your arms furiously like a gooney bird and shout, "I can fly! I can fly!" over and over and you're still going to crash just like the 1991 real estate market. Things are different during a recession: Customers are going

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to be more hesitant about their purchases, harder to sell. They're going to be slower to make buying decisions and slower to pay. Don't ignore all this... take advantage of it. Develop strategies that take these dynamics into consideration and play off them. For example...

3. Customize Your Marketing To Take The Economy Into Account: In January, I'm going to start giving "preview" seminars all around the U.S. And, rather than ignore the economy, I'm going to run headlines like this:

"HOT NEW SEMINAR SPONSORED BY KEY WEST COLLEGE OF MILLIONAIRES REVEALS 11 SECRETS THAT CAN MAKE YOUR BUSINESS PROFIT LIKE CRAZY... EVEN DURING A RECESSION!"

Do you sell info on how to buy real estate? If so, why not run ads themed **"How You can Get Rich In The Current Real Estate Bloodbath?"**

Are you a stockbroker? Run ads like **"16 Ways To Snap Up Bottomed-Out Stocks During The Current Recession!"**

Are you a furniture dealer? How about... **"Economic Downturn In Denver Forces Desperate Local Furniture Store To Almost Give Away 50% Of Current Inventory!"** (You're welcome, Leslie. Why don't you dump that chump Sam and give me a call?)

And so on.

4. Advertise To Get Leads Instead Of Sales: The most important thing I've learned about marketing in the last two years is that, especially now, it is far more cost effective for your initial promotions to seek a lead rather than a sale. For savvy marketers, the 1990's is going to be the decade they began doing much more two-step and three-step marketing. Offer a free report that would be of interest to potential customers of what you are selling. Then, deliver the report in the form of a letter that first, delivers the info you promised and then... tells the reader 17 compelling reasons why he should immediately begin doing business with you.

5. Get Personal: Reach out and touch someone. It's more important now than ever that you take the guesswork out of your marketing. And, by far, the best way to do this is for you to talk with and listen to as many of your customers as you can. Mail them all dollar bill letters and call them three days later to make sure your letter has arrived. Throw a party at your place of business and get everybody in a good mood and generate some free-flowing conversation. Ask questions. Send out surveys. Take a telephone poll. Try to get inside your customers' minds and find out what they really want.

Do you know about the Jay Abraham "protege network"? It's a group of 900+ people who attended Jay's $15,000 protege seminars and all of these people are looking for a good business opportunity. Well, I had

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an idea I wanted some feedback on so... I simply wrote them and asked them for it.

Did I get it? You bet! I've received hundreds of replies with an incredible amount of valuable ideas. So, if all else fails, when you want to know something...

ASK!

By the way, I'm reproducing here the letter I sent to all the proteges and you are welcome to use it as a model if you need info and feedback from some group or individual.

AN OPEN LETTER FROM GARY C. HALBERT TO EVERY JAY ABRAHAM PROTEGE WHO IS FINALLY READY TO MAKE SOME SERIOUS MONEY!

From:
Key West, Florida
Wednesday, 11:20 a.m.
November 7, 1990

Dear Friend,

I've got an idea.

Listen, I've helped Jay out with many of hi$ "alliance" calls and I keep hearing the same thing over and over. What I hear is that everybody thinks the training they got from Jay was fabulous but... as a protege, they are still having trouble getting clients. Or, when they do get a client, everybody seems to be having a hard time getting that client to move on the marketing ideas they give to him.

This is ridiculous.

It doesn't have to be this way. I can show you how to get hundreds of clients almost faster than you can take the phone calls. Not only that, I can show you how (ethically) to almost force those clients to move on the marketing you give them so that you soon end up with a huge river of nearly unlimited cash flow.

Look, nobody has been more successful than me at getting clients. You know, I stopped taking clients about two years ago but, before I stopped, I was charging an up-front fee of $15,000 plus 5% of gross sales. And you know what?

I STILL HAD TO TURN DOWN
9 OUT OF 10 PEOPLE WHO CAME TO ME!

It broke my heart to turn those people down because often, my clients would end up paying me a virtual fortune. There's one guy in Arizona, for example, who paid me 1.2 million dollars ($1,200,000!) just for writing a single ad. Another client, in New Jersey paid me commissions that zoomed all the way to $126,000 per month. The two or three ads I wrote for Ernest Borgnine and his wife, Tova, cost them more than 1/2 million dollars. I can't even remember how much money I made from Howard Ruff or Bob Allen (author of the best seller "Nothing Down") or any of a hundred others.

However, there are only so many hours in the day and... if I took everybody who wanted to be a client, I'd never have time to sleep, eat or even go to the bathroom.

But, as I said, I've got an idea. What I'm thinking about doing is forming a national corporation called simply, **"Gary Halbert Advertising."** And, if I do this, I want to have one or more branch offices in every major population area in the U.S.

Let's say that you, for example, were interested in owning one of those branch offices. Here's the way it would work: First, I would supply you

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(at no cost) with several ads and direct mail pieces that will suck out clients from wherever you live like there was no tomorrow. You see, since you would be operating under the banner of **"Gary Halbert Advertising"**, that means that your ad could contain all of my credentials plus testimonials from dozens of people for whom I have made millions of dollars.

OK, getting potential clients to contact you is one thing but... you've still got the job of converting them to real clients. So, how do you handle that? Actually, it's going to be simple. You see, I will also provide you (at no cost) with a letter to send each potential client that will weed out the losers and make the winners extremely eager to deal with you.

And get this: Once a guy wants to sign up with you, I will even give you all of the contracts you will need him to sign. (Believe me, your clients will be frantic to sign!)

And get this: After you get a guy to sign up as a client, you will never have to write even one word of advertising for him. No, all you'll have to do is be a "sucker outer" of info for me. And, to make it easy, I'll give you a simple form to use when you interview your new client that, when completed...

WILL GIVE ME AND MY STAFF ALL THE INFO
WE NEED TO CREATE A "KILLER" AD, TV COMMERCIAL,
DIRECT MAIL PACKAGE OR "WHATEVER" FOR YOUR NEW CLIENT!

And, when this advertising is 100% finished and ready to go, we send it to you. You then, give it to the client and when the money starts to roll in, we split it, 50% to me, 50% to you.

Nice, neat, simple, clean and easy.

To tell the truth, I'm not 100% positive yet I really want to do this. What I'm looking for from you at this point is feedback. Do you think this is a good idea? Do you think I should go ahead with it? Would you personally be interested? Can you think of anything I've left out? If so, what? Please let me know. I really do value your opinion. If I do decide to go through with this, I am not going to charge a franchising fee or a licensing fee of any kind. I will insist however, that you be 100% tuned into my "get-the-job-done" kind of marketing. This means you'll probably have to come to one of my seminars or, at the very least, become a lifetime subscriber to my newsletter so you'll have immediate access to some brand new material I'm now putting together that will make you a real "walking, talking marketing expert" who I will be proud to have represent me. I don't know. I haven't got this part completely figured out yet.

But anyway, what do you think? Am I way off base here or is this idea as good as I think it is? I've enclosed a stamped, reply envelope and I eagerly await your reply.

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. Your clients will be getting the best advertising money can buy. In case you didn't know it, my Key West office is "Action Central" for the best copywriters, best layout people, best TV experts and so on in the entire world!

6. Use "Nudge" Telemarketing: I'm going to share with you a concept that is working for me. You know, I hate pushy telemarketers as much as you do. It's awful to be eating supper and have some unwanted salesperson intrude telephonically into your home and try to coerce you into a subscription for some muckraking magazine. On the other hand, I find I'm very comfortable with the idea of "nudge" telemarketing. Look, if you let your subscription to this newsletter expire, (how could you do such a thing?) you won't get a call from Greg Glib giving you a hard

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sell pitch to get you to resubscribe. However, you may get a gentle call from Mary Meek asking if maybe this was an oversight. By the way, I insist all my phone people be courteous and low-key and they are paid an hourly rate instead of a commission.

I'll make you a bet. I'll bet that if you or your staff will just call all your customers and say hello and chat and... say nothing about your business or what you'd like to sell them... I'll bet your business will dramatically increase just from those simple kinds of calls.

7. Put Your Main Benefit Right Up Front: Speaking of telemarketers, when we decided to hire some, Teri ran an ad in the Key West Citizen and got almost no replies. What the ad looked like was just a normal "help wanted" ad and Teri figured the lack of response was due to the lack of quality people available for hire in our little island city.

"Not so," says I, after reading her ad. "I'll show you how to suck out some good people!" And what I did, of course, is create a "help wanted" ad just as though this was (it was) a marketing problem. What this ad did is pull in 72 people from our little city, many of whom were first-rate and we ended up working with more than 20 of them! My secret? What I did is feature our main benefit (that we pay $15.00 per hour) in the "headline" and our second main benefit (this is not commission sales) in the body copy. Here's a copy of the ad exactly as it appeared. Shouldn't you model your help wanted ads after an "advertising promotion" like this? Be my guest.

$15.00 Per Hour

Key West ad agency needs several bright people to help us service our customers via telephone. This is not commission selling. We pay a flat rate of $15 per hour and we only work with intelligent, high-energy motivated people.

If you are seriously interested in this position, don't call. Come see us in person any time from 9 a.m. to 5 p.m. on Monday, Oct. 29, at Everett & Lloyd located at the Harbor House, 423 Front St. - 2nd Floor, Key West.

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8. Make Yourself Easy To Get A "Fix" On: About 99% of the time, I dress in T-shirts, shorts and sandals. I wear an easy-to-read $99.00 mail order wrist watch. I drive either my 6-year old banged up Caddy or my Ford pick-up with the busted window on the driver's side. However, if somebody from Europe or somewhere who has never heard of me is coming to Key West for a business meeting, I present a different image. I strap on my $12,000 Rolex watch (actually, it was only $11,700), I dress in conservative (but very expensive) clothing. I drive to the airport to meet the guy in our forest green Rolls Royce and I either take him to the best restaurant in town or else our "drop dead" 5,000 square feet office facility here on Front Street.

Why do I do this? To show off? To impress? Not really. I do it so my visitor won't be <u>confused</u> and think maybe I'm some hard-up copywriter desperate for his business. Listen, people won't take the time to "figure-you-out." What with being barraged with 1500 commercial messages per day and all the other non-stop hassles of daily life...

NO ONE HAS TIME
FOR GUESSING GAMES!

Those Infinity ads were the stupidist I've seen for a long time. They left viewers confused. Most of them didn't ever realize they were watching a car commercial. But, I suppose the agency that created these blunders figured the "in crowd" would, if they tried hard enough, "get it."

Stupid. Stupid. Stupid. Stupid.

Look, there is something about you and your business that is special. Something that makes you better than your competitors. And don't give me that pap about "Quality, Integrity, Service." Everybody says that stuff. What I'm saying is that there is something <u>specifically</u> special about your business. Like the fact you'll pay the penalty if you make a mistake on your customer's tax form. Or that your condoms go through 23 safety checks and are subjected to 2,095 pounds of water pressure before you allow them to go on the market. Or that your consulting services are not fee based and you only accept payment as a percentage of increased profits. Or that your tires are sold at only a 3% mark-up and guaranteed for 311,572 miles. (Somebody should run a headline like these and then let the body copy explain how that exact figure was arrived at.)

Whatever. The point is be specific <u>and</u> sensational. Can you imagine a stacked starlet coming to Hollywood hoping for a break and then... hiding her physical assets under shapeless clothing? That'd be pretty dumb, right? Well, just make sure you're not doing the same thing in your business.

9. Spiff Up: Clean, bright, attractive people, offices and stores give customers a lift. Make sure you look prosperous. Nobody wants to do business with someone who looks weak, shaky or dismal. Make your life and your business <u>shine</u>! Don't add to the gloom. Be a bright

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spot in an increasingly cheerless world.

Trust me, people will flock to you if you do this!

10. Stop Your Cowardly "Shallow Breathing": Have you got something high-ticket to sell to the business community? Something of immense value? You do? Then why the hell are you being so timid in your sales efforts? Are you ashamed of what you're doing?

What's that? You say you're not ashamed? You say you're proud? OK then, try this A, B, C technique I learned from master copywriter, Clayton Makepeace:

(A) On Monday, send a Federal Express message to your best prospective customer!

(B) On Tuesday morning, send him a fax telling him to watch for the Fed Ex package!

(C) On Tuesday afternoon, phone your prospect to be sure he got the Fed Ex and then you talk to him about your proposition!

Now that procedure takes the BS out of it, doesn't it? Look, how would you act if your best friend was dying of an infection and you had just discovered penicillin? You'd make him listen, wouldn't you? Well Buckwheat, you should have that same attitude about what you have to sell.

And, if not, you should be selling something else.

OK, that's it for now. This doesn't even begin to cover everything you can do to thrive during a recession but it should give you a bit of a jump start. And whatever you do, don't miss next month's issue because I'm going to give you...

A SPECIFIC BLUEPRINT FOR PERSONAL PROSPERITY IN 1991

Yeah!

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. Would you do me a favor? If you've got an extra Christmas card, would you send it to my friend, Don Camp (he's a "celebrity pipeline" and world-class photographer) who's going in for surgery in the next couple of days.

Thanks. His address is:

Don Camp
13773 Wingo St
Arleta, CA 91331

Peace.

THE GARY HALBERT LETTER

PHONE
(305) 294-8425

423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

FAX
(305) 296-2296

From:
Key West, Florida
Friday, 1:15 p.m.
January 25, 1991

Dear Friend & Subscriber,

I've decided to scrap the pages I wrote earlier for this issue and start over. Just like countless other writers, the war has changed my mind about what I need to say to you this month.

I'm not an expert on wars: their causes, their solutions and their ramifications. All I know about them for sure is I don't like them. I wish I had some pearl of wisdom I could send out in this letter that would catch the attention of the powers that be and show them a fast, satisfactory way to end the Middle East conflict.

But I don't. So instead, what I'm going to try to do here is to keep on keeping on. Right now, many people want to know if they should change their advertising (or stop it altogether) because of the war.

I say no. Good advertising is one of the major capitalistic tools that keeps the wheels of our economy going round and round. And, I'll tell you something... no matter how you feel about it, for almost all Americans here on the homefront, it is simply...

BUSINESS AS USUAL. . .

People are not going to stop buying because of the war. They will not stop responding to powerful, well-articulated appeals. They still want to get slim, get rich, gain prestige, look sexier,

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etc. From a marketing standpoint... you must not let this war be an excuse for failure.

Know this: from a marketing standpoint, your fate will be determined by you... not Hussein Insane or George Bush.

Enough pep talk. Now, let us examine in detail a very important concept that can mean a world of money to you. You know what the Mid-East war and the marketing war have in common these days? Simply this...

THE WINNING OF BOTH WARS
WILL BE A PROCESS, NOT AN EVENT!

You know, it used to be that you could come up with one good ad (or direct mail letter) and then, if you were smart and clever, you could run that one promotion over and over and make enough money to retire forever.

No more. Not very often anyway. Nowadays, costs are so high, competition so keen, buyers so much more demanding, you can seldom depend on a one-shot deal to make you any money. Gone are the days when you could run an ad like "The Lazy Man's Way To Riches" over and over and make so much money, you could, if you so chose, never solicit your customers again. By the way, when my late friend, Joe Karbo, first started running the Lazy Man ad, he would first fill the orders and then...

HE WOULD THROW THE
NAMES AWAY!

As you know, my "main event" seminars are expensive, almost $7,000. And, as you can probably guess, hardly anyone who has never heard of me is willing to pay such a sum to sit at my feet for four days. No, first they must read some of my letters and/or see and hear me in person or on tape in order to be convinced that I am real and that I really know my stuff. So, one of the things I'm going to be doing in 1991 is traveling around the USA giving 4-hour mini-seminars to give people a "taste" of what I can teach them. I'll be doing some price testing but, right now, I've decided to arbitrarily charge $79.00 for the first of these seminars which will be held tomorrow in Miami. (By the way, if

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you are one of my subscribers, you are welcome to attend any of these mini-seminars free whenever I have one near your home base.)

The ad for this seminar is, in my opinion, nothing short of spectacular. It was written by my cohort, John Carlton and he has every reason to be proud of his work. This ad is, in fact, so good that, in days gone by, it could probably make a profit as a "stand alone marketing event." What I mean by that is, I could probably just run this ad in different newspapers and make a profit on each seminar.

And there I'd be, going from town to town, dazzling the menfolk, making the local women lust for my body and making a tidy profit in each city.

Those days are history. Nowadays, an el cheapo seminar such as this is...

ONLY ONE SMALL STEP
IN THE PROFIT-MAKING PROCESS!

Many of you, like me, have high-priced goods and services for sale. Legal services, consulting services, advertising services, automobiles, backhoes, etc. Therefore, you may be interested in the "process" I am using to develop new long-term customers and/or subscribers of which this seminar is a part. Many of you can modify and customize this particular process to suit your own situation.

OK, first let's talk about the ad itself. I ran it in both the Key West Citizen and the Miami Herald and I've enclosed a copy for your perusal and it reveals many valuable lessons if you will only notice.

#1. NOTICE THAT THE AD RAN ON A TUESDAY!

This is very important. Unless there is a specific reason for doing otherwise, run all of your newspaper ads on Tuesday. Especially if you are appealing to professional people or business owners. Tuesday is, usually, the slowest news day of the week which results in the smallest (fewest pages) newspapers which means your ad has a better chance of standing out and being noticed. Also, since financial markets are closed over the weekend, fewer businessmen and investors feel compelled to read the Monday paper.

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By the way, unless you are a retailer, never advertise on Saturday!

#2. NOTICE THAT THE AD IDENTIFIES US AS A LOCAL COMPANY!

Newspapers charge approximately twice as much to run what they call a "national ad." This ad, under the Miami local rate, cost us $12,708.90. (Key West is considered local to the Miami Herald because they deliver here.) Anyway, when we first wrote the ad, we didn't have our local address in the copy and we had our 800 number in the ad instead of our local telephone number. And you know what? If we had not changed the ad and put in our local address and telephone number, the Miami Herald would have treated us as a national advertiser and charged us $30,510...

WHICH IS $17,801.10 EXTRA!

Moral: Always contrive to have a local address and phone number so you pay only the local rate. This is often, quite literally, a "make-it" or "break-it" consideration.

#3. NOTICE THAT THE AD LOOKS EDITORIAL!

I've said it over and over. All of your ads should look like articles. Ads that look editorial get five times as much readership as ads that look like ads!

#4. NOTICE THAT THE AD FORCES PEOPLE TO CALL US!

Readers of this ad cannot respond by mail and they can't "just show up" at the seminar. No, they must telephone us to make a reservation which means that my people can capture a lot of valuable info from them which helps me immensely in my marketing efforts.

NOTE: More and more, I am inclined to run ads with a "phone only" option. I believe, for business related deals, phone leads are better than mail leads. I also believe the phone only option is more likely to produce an immediate response which generally translates to more response. Remember -- delay is death when it comes to marketing.

Also, when using a phone only option in ads directed to business or professional people, never run ads later in the week

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than Wednesday. That way you can receive calls for several more business days during the week the ad is running.

#5. NOTICE THAT THE AD FEATURES A PRICE OF $79.00!

This, of course, was a subjective judgment call. Originally, I was going to price this seminar at $24.00 but I changed my mind. You see, one of the main purposes of this seminar is to attract clients for Gary Halbert Advertising and... I figure a guy who would pay $24.00 to come to a seminar like this but... who would not pay $79.00 is not a guy who would make a good client for GHA anyway.

But... this does not mean I am right. I am only making an "informed guess." This is a very tricky area. There definitely is some price point (probably any price over $99.00) where I would certainly lose good prospects.

#6. NOTICE THAT THIS AD HAS A RATHER STERN, DICTATORIAL TONE!

Remember, an ad like this is unlikely to make a profit as a stand alone event. It is, instead, part of the process of... establishing a relationship! And, this relationship is where I am trying to establish myself as an authority. Therefore, it is important for me to "take charge" right from the outset. I want the people to come to that seminar room prepared to pay attention to me!

So, to that end, this ad uses verbiage like... "unless you are lethargic or brain dead beyond belief"..."you must register by phone right away"..."we can only tell you which major Miami hotel the seminar is being held at when you call"..."YOU MUST BE ON TIME"..."the doors will be locked at five minutes after noon"..."you shouldn't plan to attend if you are going to be tired, hung over, stressed or negative"...etc.

#7. NOTICE THAT THIS AD IS "CREDENTIALED" UP THE YAZOO!

Dan Kennedy tells me focus groups now reveal consumers are more skeptical than you could ever believe. Therefore, I've done everything I can to overcome this in this ad. I mention celebrities. I've got an endorsement from the mayor of Key West. I use multiple photos. I use my exact address and include a picture of our headquarters. I use testimonial after testimonial of multimillionaires, best-selling authors, etc. I tell where the people live. For example, I mention Sam Fishbein of Kacey Fine Furniture in Denver, Colorado. This means that, "in-his-mind," a

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reader of this ad could call and "check my references" if he so desires. He won't, but it is a comfort to him that he could. And finally...

#8. NOTICE THAT THIS AD RAN JUST LIKE IT WAS SCHEDULED TO... IN SPITE OF THE WAR!

Jay Abraham counselled me to cancel this ad. He said he too was going to run ads for a mini-seminar costing $29.00 in the San Diego area but he cancelled them all... because of the war. Look, Jay and I agree on most things but not this. You know, we Americans (and everybody else) put up a good show about how concerned we are over international events. But I am always suspicious of this. Look, what people really care about is what affects them and their pocketbooks as of right now. We'll pay a lot of "lip service" about our concern over an "oil crisis" for example, and we say we'll do whatever we have to do.

Until... until... until some swine suggests we all drive 10 MPH slower!

Sorry Charlie, but there's just no way we're going to make that kind of huge sacrifice!

Please don't misunderstand me here. I don't mean to imply that Americans are unconcerned about the war, about all the casualties and destruction. We are very concerned. However, most of us instinctively know that there is simply nothing to be gained by letting this situation interrupt the business of America which is... business.

Am I right about this? Did I do the right thing by not cancelling my ad? Know this, Buckwheat...

MY SEMINAR FILLED UP THE VERY FIRST DAY THE AD RAN!

So there. Case closed.

Except, of course, the case really isn't closed. As I said earlier, the seminar itself is only one part of the profit-making

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process. Here are some of the other steps in this process that you may be able to emulate in your own activities.

Step 1. Run the ad.

Step 2. Take the calls from the ad and "capture" every caller's name, address, phone number, the nature and name of his business and... find out if he has a customer list (what size) and what, if any, kind of advertising budget he has.

Step 3. On Friday and/or Saturday, call each person back and give them a few additional reasons why they can't afford to miss this seminar. In other words, even though they've already agreed to come, I still want to "nudge" them even further to increase the odds they will actually show up.

Step 4. Give the seminar and do as good a job as you can.

Step 5. Refuse to sell anything at the seminar. Again, this is a judgment call but, I've decided to sell no subscriptions to my newsletter, no video tapes, no audio tapes, no reports or anything else at this seminar. Plus, I'm going to tell people about this policy at the beginning of the seminar so they can relax and not be anticipating a sales pitch.

Then, what I intend to do at the end of the seminar, is to describe my book, "How To Make Maximum Money In Minimum Time" to the audience and, after my presentation makes them want this book, I give it to them free but...

WITH A "CATCH!"

The "catch" is, they have to sign a pledge that they will read the book cover-to-cover within the next 48-hours. They also have to agree to send me their written comments on the book as soon as they finish reading it.

Step 6. Invite everybody to come "next door" where they can sign their pledges, get their books and ask me and my staff any questions they might have. NOTE: "next door" will be the room across the hall that will be "dressed to kill" with displays of my million dollar ads and direct mail campaigns, etc. We will also have on display (but not for sale) some of our audio, video and print information packages.

Why won't I let people buy at the seminar? My rationale to them is they need to read my book before they can be sure they want to do business with me. (It's true too.)

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Step 7. Be social, wind up this party, leave everybody in a positive mood and... wanting more! Then, go home.

Step 8. On Monday, Federal Express all attendees a long letter with a printed headline that says "An Open Letter To Anyone Who Has Just Finished Reading My Book And Is Now Ready To Make Some Serious Money!"

Step 9. On Wednesday, have my "nudge" telemarketers call everybody, chat them up and see how we can be of further service to them. NOTE: It is only at this point that maybe I will start to make a profit. Some of these people will become subscribers, some Lifetime subscribers, some will eventually come to a four day seminar, some will purchase our "seminar-at-home" materials and... do you remember how we found out whether or not each of these people had a customer list and/or an advertising budget? Well, guess what?

SOME OF THOSE PEOPLE
WILL BECOME CLIENTS OF
THE MIAMI BRANCH OF GARY
HALBERT ADVERTISING!

Step 10. Hit anybody in the mouth who makes comments on how easy all this seems to be for a guy like me.

Sincerely,

Gary C. Halbert

Gary C. Halbert
A Man Who Believes
In Leaders Who Say
"Follow Me" Instead
Of "Charge!"

P.S. Hey, would you like to have the team of Gary Halbert and John Carlton write a direct mail letter or an ad for you? Call me for details at **(305) 294-8425.**

Peace.

THE GARY HALBERT LETTER

PHONE
(305) 294-8425

423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 2:34 p.m.
February 31, 1991

Dear Friend & Subscriber,

Oh shut up!

There is too a 31st of February. There has to be. You know why? Because I got so busy I ran out of month. And I couldn't have written this February newsletter unless I altered the calendar. So I did. So there. Which, believe it or not, illustrates a very important lesson...

NOTHING IS IMPOSSIBLE
FOR A PERSON WHO
REFUSES TO LISTEN TO REASON!

"But wait, you can't do that. It's just not the way it's usually done. Nobody has ever done it that way."

How many times have you heard crap like that? From your parents? Your teachers? Your spouse? Your business associates, etc.? Often, when people say something can't be done, what they really mean is, it can't be done comfortably. Without taking someone out of their "comfort zone." Without making waves. Or causing heads to nod and tongues to wag. You want to know a major success secret? What it involves is, what I call an "or else" mind set. Let's pick a goal you've been struggling to accomplish. Like losing 20 pounds. Or finishing that novel you started writing 16 years ago. Or sleeping with...

No wait! Let's pick a different kind of goal. Let's pick a sales goal or an income goal. OK, now, what if you had to increase your sales and/or your income by at least 50% in the next 90 days... or else! Or else what, you say? Well, what if you had to do this or... for real... your spouse, one of your children, or somebody you love very, very much was literally going to die... for real.

Now, could you achieve that goal? Aha, I thought so! Let's talk about how you'd do it. Let's see, I bet the first thing you would do is make better use of all your time, wouldn't you? You

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know what? I bet for the 90-day period we're talking about, you wouldn't waste time reading the paper, watching TV, continuing fruitless conversations and arguments, gossiping on the telephone, moaning about how life has cheated you, etc. No, what you would do if... for real... someone you loved was going to die is...

YOU WOULD IMMEDIATELY STRIP YOUR LIFE OF ALL CLUTTER!

And then, of course, you'd go ahead and do all those things you already know you have to do to get where you want to be, now wouldn't you?

Listen, many years ago, my second wife, Nancy and I decided to figure out a mathematical way to beat the horses. We worked like crazy at it. At first, for an entire 5-year period, we got every single racing program and every single result chart from the now defunct Ascot Track in Northeastern Ohio. Next, we got a hand-crank calculator (the little electronic jobbies hadn't been invented yet) and we did a mathematical regression analysis on every important racing statistic to see what it was that really was predictive as to whether or not a horse was a good bet at a given set of odds.

Did it work? Yes and no. I don't think Nancy or I ever had a losing day at the track for the next 10 years. But... you had to be at the track... you had to crunch numbers like a fiend and... the payoff wasn't that big.

In other words, what it was... was work.

However, we did learn something very special. You see, it wasn't so much whether or not a given horse could win... No, the real question was... WOULD he win?

There's a monstrous difference. And, it separates human beings too, not just horses. Right now, there are thousands of pairs of eyes reading these words that belong to folks who are having trouble meeting various goals. But it's not that you can't.

IT IS SIMPLY THAT YOU WON'T!

Try "or else" thinking as I've just suggested. Forget the morbid, unreal part of it for a moment. Just do it. Get into it. At the very least, I can almost promise this kind of "or else" mind set, no matter how briefly you use it, will illuminate new ways of how to get something done... how to do it if, on the off chance, you ever get serious, that is. It's up to you. I can't do it for you, can I?

But I sure am a good nag, ain't I?

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Enougha that. Let's talk ways and means. In a recent issue (December 31, 1990), I strongly suggested all of you run a small classified ad that reads:

> **Housewives wanted to address envelopes at home. You must have a typewriter or good handwriting. Call 000-0000.**

Well, many of you did run that ad (I feel sorry for those of you who did not) and the results were exactly as I said they'd be. Maybe when I've got more time, I'll write in detail about all the experiences relayed to me by those of you who did this incredibly valuable experiment. But, for now, let me just say those subscribers who did run the ad got, as I predicted, an overwhelming number of responses. In fact, one very sharp young man, Scott Zuckman, got over 1,700 replies the last time I heard from him.

Running a variation of the above "lead generating" ad is one part of a "profit-making system." The other parts of this "PMS" (hey, that's a new spin on those letters, isn't it?) are: An immediate written or recorded follow-up message to all who respond to the lead generator and then... a prompt personal telephone call. It can be as simple as this:

(a) Run the little lead generating ad.

(b) Send a multi-page letter via Federal Express to all who respond.

(c) Follow-up with a personal telephone call as soon as your prospect has had time to read your Fed-Ex message.

There are variations of this little a, b, c, PMS and, all of this deserves amplification. But, that's not the point of this particular newsletter. I'll cover the follow-up part of this PMS another time. But for now, let us acknowledge that, no matter how good our follow-up is, it is absolutely no good if we don't have something to follow-up. In other words...

NO LEADS, NO LOOT!

Now, why does that little ad for home envelope addressers always generate so many qualified responses? It is important you know this and I bet you do not. At least not the total answer. OK, first off, this little ad always pulls a huge response because it offers something (the ability to earn at home) many people want. That's easy to figure but only part of the story. QUESTION: Assuming people want what you offer in your advertising, what is the #1 reason they still don't respond? ANSWER:

THEY DON'T BELIEVE YOU!

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And, in case you missed it, that little ad uses a very special "believability-enhancing technique." It is contained in the words, "must have typewriter or good handwriting." Look, this phrase makes it much more real. After all, if the ad said, "No typing required and sloppy handwriting is OK," it would put a big question mark in the minds of our readers, wouldn't it?

Stay with me. You're learning something very important and it isn't as obvious as you think it is. What I'm illuminating for you here is what Guru Gary calls the "qualifying takeaway."

An illustration: You own a red, 1974 Dodge and it has just developed a small mechanical problem. Not enough to cry about but enough to irritate you. You learn about this when you are out of town via a telephone call from your spouse. Aw nuts. Well anyway, your business meeting finished a few hours earlier than expected and you decide to kill some time by window shopping in a nearby car lot. A salesman swoops down on you and asks what you're interested in. "I don't really have anything special in mind," you reply, "but, have you got any super, super deals? Anything that might rightly be considered a steal?"

"Well," says the salesman, "we like to think all our cars are good deals but the only thing on the lot I'd call a steal is that Caddy over there. But you may as well forget about it because it's got a ridiculous string attached to it."

"Oh yeah, what's that?" you ask.

"OK, well, crazy as it sounds," says the salesman, "the other day the boss comes in here madder than hell. He says he can't get used to these fancy cars we sell and he says he never shoulda got rid of that old Dodge he had. He says he misses it because it was so reliable. But, you know what I think? I think he got lucky in that car when he was in high school and he's just got a terminal case of nostalgia."

"What are you trying to tell me?" you ask. (Remember, you're far from home and this salesman knows nothing about you.)

"Not that you should care," says the salesman, "but the boss says he'll sell that Caddy for $500 under book value to anyone who has a 1974 cherry-red Dodge to trade in. So... forget that. Lemme show you this Plymouth Coupe over here. It's got..."

And, he's got ya, don't he?

Another illustration: Sometime ago, I was in Manhattan watching TV when a commercial came on touting the extraordinary values to be had at a certain chain of retail stores. But... these values were not for everybody. No, no, no. Only for people

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in New York who belonged to some sort of a labor union and had a union card to prove it.

Look, to me, the most important ingredient in getting people to believe you is... simply to be telling the truth in the first place. If you really are going to be offering bargains to union members only... then, you really must bar everybody else from coming in. However, if your restriction is true, if it really makes sense, you will lose some of your fringe customers but... you will more than make up for it by getting a much higher percentage of your core prospects.

You know, I often offer some very special deals to my Lifetime Subscribers that are not available to others. I do this because (1) my "Lifers" are among the best people in the world, and (2) I have much less hassle when I communicate with this group than any other group anywhere. Because they are already tuned into my concepts. Because they already know I won't lie to them. Because they already know that, after a fashion, I sort of really do know just a teensy bit about direct response advertising. Actually, because of this and other factors...

IT IS 100 TIMES EASIER AND MORE SATISFYING
FOR ME TO GIVE A SEMINAR TO MY LIFETIME SUBSCRIBERS
THAN ALMOST ANY OTHER GROUP
IN THE WORLD!

So, sometimes when I have an enticing but legitimate offer, my "qualifying takeaway" will be "but... you must be a Lifer to participate."

Sell, sell, sell, sell. Make them want it, want it, want it. And then, smash their skepticism to smithereens...

BY TELLING THEM THEY CAN'T HAVE IT!

Unless, of course, they _____ _____ _____ _____ _____ _____ _____. OK, you fill in these blanks with whatever is appropriate to your deal. But... darn you... you make sure it's true, legitimate and that you are offering enormous value!

Testimonials are another tool for enhancing believability. Dummies (frauds) often have vapid testimonials from faceless (non-existent) people who are identified only by their initials. To me, such a testimonial is worse than no testimonial at all. Instead of comforting the reader's mind, it raises his suspicions. "Who is 'L.G./Kansas'? Is that a real person? If so, why don't they use his real name? Etc."

Listen, you definitely should use real testimonials but... they must not be made up! And, although it's legal, I suggest you do not use pseudonyms. Also, do not use testimonials from people you have to "sell" to give you one. You want real testimonials from

(go to page 6)

real people who are telling the truth and genuinely enthusiastic about your products and/or services.

A NEW WRINKLE: It used to be you could use any testimonial you wanted in your advertising as long as you had on file a testimonial letter to back it up. Today, sometimes that's not enough. Nowadays, it is prudent to also have a release statement included as part of your testimonial letters or else a signed separate release form.

Another thing about testimonials is they should, if possible, be specific. It is better to have a statement like, "I don't know for sure but I may have made more money than anybody else from what I learned from Gary Halbert. My name is Fred Rowe and, so far, Gary's advice has helped me gross $25,000,000 in my gemstone business!" (Thanks Fred.)

See how much better that is than, "Gary's a real smart guy. He helped me a lot."

You can also make testimonials more effective by using photos in your ads. These can be photos of the person giving the testimonial and/or his business. By the way, this can get a lot of good publicity for the testimonial giver. For example, I'm writing this letter from Phoenix where we're shooting a 1/2 hour infomercial starring me talking about my advertising secrets and featuring Don Drysdale, the famous Dodger pitcher as host. Well, one of the testimonials planned for this show will be from Sam and Leslie Fishbein and the testimonial will also tend to publicize their truly exquisite Kacey Fine Furniture Stores in Denver.

A side trip: Dan Kennedy is the honcho behind this particular infomercial and he is extremely conscientious and therefore, a bit tense on shooting days. So, when we were shooting the Key West segment of this show, Don Drysdale and I cooked up a little plot to increase Dan's discomfort. The cameras were rolling. We were shooting on the docks of the Galleon Resort and the shoot had attracted a crowd. Don, as normal, asked me a question and I gave the answer. But then, I said, "Enough about me Don, let's talk about you. There's something I've always wondered about. Tell me, why do you guys always scratch your balls before you throw a pitch?"

"Well Gary," he begins to answer, "sometimes it's written into our contracts and sometimes, it's simply a matter of lice. You see..."

But by that time Dan Kennedy's face was fire-engine red and splotchy and he's yelling, "CUT! CUT! DAMN IT, THAT'S NOT IN THE SCRIPT! CUT! CUT!"

It was beautiful.

Whatever. Back to work. Let me talk a little about using photos in your ads. First, often you should. Photos are much

(go to page 7)

more believable than drawings. They tend to prove something is real. Use pictures of yourself. Sometimes, use photos of your business. Or the people who have nice things to say about you. Or your products. Photos serve a number of purposes like showing off the beauty of your products.

But, what we're talking about here is using photos to enhance believability. Therefore, you should strive to use the clearest photos possible, precisely focused, properly exposed and showing a lot of detail. I don't know if you know it or not but, I'm a fairly serious amateur photographer, and I have learned that the best 35mm camera in the world, when it comes to absolutely precise photos with the highest possible optical quality, is the Leica M6 Rangefinder camera. Leica, without question, makes the best camera lens in the world and, more than any other factor it is the camera lens that determines how sharp your photographs will be. The Leica is small, easy-to-use (you can learn in 10 minutes) and a joy to work with. But, these cameras are expensive. However, you can rent them and, I suggest you do so for a day if you are serious about building believability into your advertising.

You see, a blurred, out-of-focus, hazy photo looks, once again, like you're trying to hide something. On the other hand, crisp, sharp, high-contrast photos make your advertising much more believable. Perhaps I'll write more about photography some other time but, for now, I've got to start wrapping this up.

There's no doubt about it. Believability is extremely important. I've written about it before and I intend to do so again. Here is a summary of tips from this issue and previous issues on how to enhance your credibility. (1) Tell the truth, (2) use a qualifying takeaway, (3) use specific testimonials featuring the full names of real people, (4) use crisp, sharp photos showing your building, your products, your satisfied customers, your wife, your kids and yourself, etc., (5) give your exact address and say things like "we're right next to the library across from City Hall", (6) put your telephone number in your advertising, (7) state specific facts and avoid vapid generalities, (8) get endorsements from well-known people, (9) reproduce copies of sworn statements, (10) admit your flaws.

There's more but the above 10 will get you cranking. But above all... always...

TELL THE TRUTH! TELL THE TRUTH! TELL THE TRUTH!

One more thing: My newsletters, for some reason, have attracted world-wide attention. Therefore, my back issues are being typeset and they are going to form the core of a hard cover bookstore-distributed book called, **"THE GARY HALBERT LETTERS: 53 Short Lessons On How To Turn Your Life Around And Make More Money Than Any Sane Person Could Possibly Spend!"**

This book will contain a few introductory chapters to introduce the material in the letters to new readers who are not (as you

(go to page 8)

are) already tuned in to my material. However, most of the chapters will contain one issue of this newsletter with prefacing remarks before the letter and an "UPDATE" after. This book will also contain fresh, original material that has never before appeared in print.

Would you like to have a free autographed copy of this book?

Look, I've received more testimonial letters from all over the world than anyone I know. Thousands of them. But, as I said, nowadays having the letter on file just isn't enough; you've also got to have a signed release. Therefore, you will find a combined testimonial/release form enclosed with this issue (look inside the envelope) and... if you will fill it out, sign it and say something nice (and specific) about my newsletter... why then, I'll send you a free copy of my book as soon as it comes off the press.

You will note, of course, the envelope is self-addressed and I've already put a stamp on it for your convenience.

Sincerely,

Gary C. Halbert

Gary C. Halbert
Future Big-Time TV Star
and Teen Heartthrob

P.S. The release form also contains a box you can check to let me know if it's OK for me to use your photo (if I ever happen to get one) and whether or not you might, sometime in the future, be willing to give me a video-taped testimonial I can use on TV.

If you don't want to do this, that's OK, I'll still send you the book. However, I've decided to start travelling more and going out to meet my readers in their own backyards. And, when I do this, I intend to get bunches of you guys together at TV studios where we can all party/hardy and I can get some of you "buckwheats" in front a TV camera.

It'll be fun.

P.P.S. We have a full-time position open down here in Key West, and Paulette asked me to put out the word. Listen: If you have some basic management and administrative skills, some decent office experience, are more or less "unencumbered" (i.e., no dependents to worry about if you relocate here), and would welcome a once-in-a-lifetime opportunity then please give my office a call and ask for Paulette. Quick.

Peace.

THE GARY HALBERT LETTER

PHONE
(305) 294-8425

423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

FAX
(305) 296-2296

From:
Key West, Florida
Friday, 4:30 p.m.
March 8, 1991

Dear Friend & Subscriber,

First of all, this not another issue of my newsletter.

However, it's not a sales letter either. At least not in the sense of asking you to renew your subscription, sign up for one of my seminars or buy some of my audio or video tapes.

No, this is about something else. Something you may find extremely interesting or, depending on your circumstances, something which may hold no interest for you whatsoever. I'll begin with a question...

DOES GARY HALBERT TELL EVERYTHING HE KNOWS IN HIS NEWSLETTER AND/OR HIS SEMINARS?

No, I do not. I tell everything I can. More, I believe, than any other writer on direct marketing. However, there are certain secrets I can't reveal. Mostly because, to do so, would violate a confidence. It just isn't fair for someone to spend hundreds of hours, thousands of dollars and take enormous risks to discover a new marketing concept that works like crazy and then... share that info with me, only to have Guru Gary blab those precious secrets to the world so his competitors can use them against him.

Keep that in mind for a moment while I switch to something else. You know, often people come to me and say they have money to invest (sometimes, because they made a lot of fungolas by following my advice) and they want to know if I can recommend any hot marketing projects they can help finance.

I almost always say no.

Believe it or not, it hurts me more when other people lose money because of something I recommended than it does if I had lost the money myself. Part of the reason is, it makes me look bad. Another part is, I am sometimes more sure of my being able to bounce back from a financial setback than another person's ability to absorb such a shock. So, whatever the reasons, I try to be very cautious when I recommend direct marketing projects I think are worthy of investment.

As I said, for the most part, I just won't do it.

But now, I am aware of a couple of situations that look good to me.

(over please)

Very good. One of these situations requires an investment in the $5,000 to $15,000 range. The other requires a minimum investment of around $25,000. Both of these situations are headed up by ethical pros and one of them is headed up by me. If you can afford this kind of outlay and want to know all the details, maybe we should talk. However, I'd prefer to explain all this in person or, at the very least, during a very private telephone call.

But know this: I hate it when people pitch what they say is a "sure-thing." There is no such animal! All businesses, all investments involve risk. The two deals I'm talking about here are, I think, very safe. I also believe they have an enormous profit potential. But you never know. Anything can happen. Therefore, I beg you... please... please... please...

DO NOT RESPOND TO THIS LETTER
IF YOU ARE THINKING ABOUT INVESTING
MONEY YOU CAN'T AFFORD TO LOSE!

I am not offering a 100% guarantee of success. What I am saying is, I have great confidence in these two ventures and I am becoming involved in them myself.

Anyway, the other kind of person I want to avoid here is what I call a "financial voyeur." I am talking about people who like to get all the details of one deal after another but who, in fact, do not have the financial resources (or the courage) to ever act on anything. Hence, to weed these people out, nobody is going to get the details on all this for free. So, here's the deal: There is an outfit here in Key West that helps battered children and wives and I'm told they do very good work and could use some financial help. Therefore, if you are interested in all this, what I'd like you to do is make out a check for $100 to the "Domestic Abuse Shelter, Inc." and send it to me.

Two things will happen when I get your check. (1) I will immediately match your $100 check with one of my own and then deliver the money to this worthwhile charity. (2) I will call you to schedule an in-person or telephone meeting where I will reveal all those details which I cannot reveal in this letter. Also, if you choose to have an in-person meeting, you can come to Key West and I'll spend nearly the entire day with you. And if, during that day, I can give you some free help with your own personal marketing problems, I'll be glad to do so.

Just one favor. If you are interested in this, please write the check and send it right away. And, if you are not, I'd consider it a great courtesy if you'd just drop me a note and tell me that something like this is not right for you at the present time. You see, I don't mean to be pushy but what I've got here is a little "time-sensitive."

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. I've enclosed a stamped, self-addressed envelope for your convenience.

THE GARY HALBERT LETTER

PHONE
(305) 294-8425

423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

FAX
(305) 296-2296

From:
Key West, Florida
Tuesday, 10:35 a.m.
March 12, 1991

Dear Friend,

Did you ever hurt anyone's feelings without meaning to?

Unfortunately, during the course of my career, I've done this several times. It was never intentional -- it was always an accident or a misunderstanding. However, hurting someone by accident feels just as badly to that person as if you had done it deliberately.

Well, I've done it again and I need to correct this situation.

As you know, recently I sent a mailing package to the Jay Abraham proteges in which I included a cassette whereupon I had recorded some of my thoughts on forming an association called "Gary Halbert Advertising." Unfortunately, some of my comments on that cassette have been misinterpreted by a few people, and I am writing this letter to clear up any misunderstanding.

One of the things I said in the cassette was that the teachers at my seminars are all "real world" people who are not only teachers, but "doers." I did <u>not</u> mean to imply by this that the instructors at Jay Abraham's seminars are either second-class, or anything less than completely competent, working professionals. In truth, I do not know who all the instructors were at the Protege trainings, but those I did hear about all received high marks. One of them, Harry Pickens, I have heard nothing but good things about. Another -- Mac Ross - I have met personally, and in my opinion he has one of the sharpest minds in direct response today.

In any case, if anyone has doubts about my opinion of the quality of instructors at Jay Abraham's seminars, it is well to remember I am often one of those instructors <u>myself</u>.

Also in that tape, when I characterized Jay as a world-class theorist, I did not mean that he is <u>only</u> a theorist. Just for the record, I have personal knowledge that Jay Abraham implements his concepts in his own business and has reaped rewards of millions of

(over please)

dollars -- precisely because his ideas are more than mere theories, but are also very practical.

On another point, I understand my comments about why people should not offer a 100% guarantee of success on new or untried business ventures was inadvertently taken to be an across-the-board condemnation of guarantees overall. Not true. I myself use some of the strongest (and most unconditional) guarantees in the industry for many of my products, and I urge my subscribers and seminar attendees to do the same.

But on this point, on Gary Halbert Advertising, there will be no guarantees. We're making this up as we go, and those of you who want to come along with me on this journey are going to have to enjoy working without a net, or I just plain don't want you along. That was my point on tape -- I do not want anyone coming on board who is not completely clear and comfortable with the risks involved.

Also, just because I referred to Jay several times during this recording does not mean that Jay is backing me or "endorsing" this project. This venture was conceptualized solely by me, and I certainly welcomed the input Jay gave me, but let's not mince words here: Gary Halbert Advertising is the brainchild of no one but myself and my staff. Jay has essentially told me, "It sounds interesting, Gary, and I wish you luck," and that is the extent of his participation.

And just for the record, let me say in public that I consider Jay to be one of my closest friends and most trusted colleagues. I believe his protege trainings were absolutely revolutionary, and only a complete idiot would ever say that Jay didn't give immense value. Every protege I've talked with has said they have benefited immensely from the training, and in most cases Jay has done nothing short of creating a miracle. That someone with a conventional mindset can spend a single week with Jay in a hotel, and then emerge, chrysalis-like, with a true understanding of viable, practical marketing concepts, is virtually beyond the experience of most businessmen in America. That alone is testimony to his teaching skills, and his ability to illuminate and inspire the mind of the most stubborn student is something at which I marvel.

Listen: Jay Abraham has pioneered so far into new ground, marketing-wise, most businessmen can't even see his dust anymore. I owe Jay a lot, I've learned a lot from him, and so has a great many others. So if there's been any misunderstandings with anything I've said, I hope this sets the record straight.

Sincerely,

Gary C. Halbert

Gary C. Halbert

THE GARY HALBERT LETTER

PHONE
(305) 294-8425

423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

FAX
(305) 296-2296

From:
Key West, Florida
Monday, 8:30 a.m.
April 29, 1991

Dear Friend & Subscriber,

Back to basics.

Because of my GHA network, I now do quite a lot of speaking before "civilians" or, as they are sometimes known, "the general public." During these talks, it's important for me to remember these people are not "tuned-in" (as you are), to the world of direct response, measured-results marketing. Therefore, I must be very careful to give them a grounding in the "basics" before I attempt to teach them how to multiply their money-making efforts.

And you know what? All this reminds me how I sometimes forget or overlook the basics. Probably, at one time or another, you do too. So... what I'm going to do here is take a page or two to remind both of us what it is we must understand before we can sally forth and carve out our fortunes. Here then, are the initial points I try to make everytime I address a group of "non-tuned-in" civilians:

1. **ALL MONEY IS MADE BY SOMEBODY SELLING SOMETHING TO SOMEBODY ELSE!**

A model sells her beauty. A factory worker sells his time and his minimum skills. A test pilot sells his courage and expertise. Even a ditch digger is selling something: his labor. The point is... you don't have a choice about whether or not you want to be a salesperson, you already are one. Maybe, you're not what is generally regarded as a pure salesman (i.e., someone who sells encyclopedias door-to-door or cars at an auto dealership) but, you absolutely do make your living by selling something. Again... all money is made by somebody selling something to somebody else.

And... since this is true...

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2. **THE MOST IMPORTANT DECISION YOU WILL EVER MAKE AS FAR AS YOUR CAREER IS CONCERNED IS... WHAT IT IS THAT YOU ARE GOING TO SELL!**

Nearly everybody gets this part wrong. People go into real estate because they hear that's where the money is. Or they go into computers for the same reason. In the movie The Graduate, someone whispered the word "plastics" in Dustin Hoffman's ear because, they believed "that's where the money is." This kind of thinking is dangerously wrong. This is far too important a decision to be made by analysis. You should never go into something merely because you'd heard "that's where the money is." No... the only correct way to deal with this decision is...

3. **SELL SOMETHING YOU LOVE!**

Money should be a "by-product" of enthusiasm. If you get into something just for the money, there's a good chance you won't make any. And even if you do, so what? So what if you make a million bucks a week if you hate getting out of bed, hate your work, feel indifferent to your product or service and, in general, you are unmotivated, unalive and... bored?

Look, life is difficult. And business life is doubly difficult. On your road to success, you're going to be dogged by envy, scoffed at for daring to be a dreamer, trivialized by those with less courage, pestered by bureaucrats etc. In fact, in today's America, I defy you to get out of bed, use the bathroom, get dressed, eat breakfast and go start your car without running afoul of at least a half dozen laws and regulations.

By the way, I've just discovered a brand new way to break the law. I've recently been informed by THE FLORIDA DEPARTMENT OF EDUCATION it is illegal for any business in Florida to use the word "college" or "university" in the name of their company. Therefore, it is against the law for us to call ourselves the Key West College of Millionaires.

Ain't that something? I wonder if a group of politicians could get away with forming an organization called "The College of Incredibly Stupid Lawmakers"?

Forgive me, I digress. The point I'm trying to make is, business life is incredibly difficult even under the best of circumstances and when you add this to toiling at something you find boring... you've got a combination that almost guarantees burn out.

YOU NEED TO BE "TURNED-ON"
TO CARRY ON!

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Something that goes along with this idea is you should be selling something you respect. Experts all over the U.S. are always telling people they should improve their image. Not me. What I teach is you should improve your **SUBSTANCE**!

Sell the best product. Give the best service. Go the extra mile. The extra 10 miles. The extra thousand miles. It pays off and... in more ways than money.

You should have a good image but only because... that image is an accurate reflection of your outstanding substance.

OK, if selling is the source of all money, then...

4. **SALESMANSHIP MULTIPLIED IS THE SOURCE OF ALL BIG MONEY!**

You can make good money selling. But, there's a limit. There are only so many hours in a day and, if you limit yourself to one-on-one selling, you'll never really hit the jackpot. To make truly serious money, you've got to use RCS ("remote control selling") so you can get your sales message before huge numbers of people all at the same time.

I look at my sales message as my "payload" and I look at direct mail, TV shows, newspapers and magazines ads, etc. as the "vehicles" I use to deliver that payload.

Anyway, after I have explained the foregoing concepts to my neophyte audiences, I then go on to ground them in the basics of how to properly use the different "vehicles" that can be used to "deliver" a high-powered sales pitch. I also go into (a little) about how to create a "sales-pitch-in-print" by capturing their enthusiasm on audiotape and then having it transcribed.

However, one thing I seldom talk about is how to find a product if you don't already have one. And you know, it's surprising to me how many people need help in this area. I've always taken the position that selling is the hard part to get right and there are so many products available it should be easy for anyone to get an item.

But, of course, nothing is easy if you don't know how to do it so... the rest of this letter will be devoted to how to find something to sell if you don't have something already.

And all I can hope is the majority of you who already are set in this area will maybe find an idea here you can add to (or use

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to enhance) your existing product line. So... cut me a little slack here, will you?

OK, the first thing I need to restate here is, if you don't already have a product, you should seriously (and I mean seriously) consider "manufacturing" one out of paper and ink. I've written step-by-step instructions on how to go about doing this in the 12/5/87 issue of this newsletter which is also reproduced in SECTION #2 of my book, "How To Make Maximum Money In Minimum Time."

So, step one, if you haven't done it already, is to read that 12/5/87 issue.

Now, here are some other ideas to help you find a product or service:

READ THE ARTICLES IN YOUR LOCAL NEWSPAPER CAREFULLY!

Look for articles about inventors who've come up with new gizmos and entrepreneurs who are offering new services. Most of these people, after their initial enthusiasm has cooled, will find themselves with inventory they can't get rid of. That's because they don't understand MARKETING like you do. Sometimes, what you can do in these situations is, you can pick up the exclusive rights to sell these products or services without laying out a dime.

Always remember this: There are far more products and services that need your marketing expertise than there are people like you (there are very few people who really understand marketing) who are looking for something to sell. Because of this, there's absolutely no need for you to endure a manufacturer, an inventor, an importer or anyone else who has an "attitude" about how "lucky" you should feel to be given the privilege of selling tons of his product. Always remember...

IT IS MARKETING EXPERTISE THAT IS IN SHORT SUPPLY, NOT WIDGETS!

But... this issue is about finding the widgets so, let's get on with it.

READ YOUR LOCAL NEWSPAPER CLASSIFIEDS!

Check out "legal notices," "fictitious names," "announcements," "entertainment," "personals," "business services," "professional services," "auctions," "articles for sale," "musical instruments," and... and... aw nuts,

(go to page 5)

just read the entire classified section for a few days and you'll unearth an incredible amount of marketable goods and services.

READ THE YELLOW PAGE ADS!

Read them from A to Z. You'll get ideas, leads, "aha" experiences and... an incredible education. I bet 99.9% of all Americans have never even skimmed the entire yellow page section of their local phone book and... when you do it... I bet it sets your brain ablaze.

Lotsa stuff in there you'll have never expected!

READ TRADE MAGAZINES!

Your local library will probably have the SRDS (Standard Rate & Data Services) book and several other directories that list trade magazines. Study the ones that interest you and you'll find a plethora of new products just begging for someone to give them a marketing push.

IMPORTANT NOTE: During all of this research, keep in mind how much better off you'll be if you have a product that is proprietary. Also, keep in mind, many times you can give a "twist" to an existing product and thereby create an entirely new product that will be proprietary.

VISIT TRADE SHOWS!

Call the Chamber of Commerce in Chicago, New York, Los Angeles, Las Vegas, San Francisco, Denver, etc. and get their lists of what trade shows those cities will be hosting. Then, pick out the ones that interest you and attend them. Don't worry if they are technically "closed-to-the-public." Spend some "chump change" on a suitable DBA, some letterheads and business cards and I'm confident you'll gain entry wherever you please.

CHECK OUT FOREIGN PUBLICATIONS!

Look under "Consulates & Other Foreign Government Representatives" and you'll find listings like "COLUMBIAN GOVERNMENT TRADE BUREAU-PROEXPO" (hmn, wonder what kinda stuff they've got for export to the U.S.?) and phone number after phone number of people who will be happy to tell you about publications like "Made in Europe," "Made in Spain," "The Hong Kong Enterprise" etc.

(go to page 6)

READ THE WALL STREET JOURNAL!

Especially the classifieds. You'll find all kinds of neat stuff that could be a cinch for you to market.

HAUNT YOUR LOCAL BOOKSTORES!

If I didn't have something to sell already, this would be the very first place I'd start looking. I'd keep my eyes open for hot selling non-fiction books I could condense into fast reading reports and market (probably via direct mail) to the millions of people who are hungry for this kind of "how to" info.

SUBSCRIBE TO TOWERS CLUB, USA NEWSLETTER!

Published by my friend, Jerry Buchanan, it's the best all-round source I've ever found for highly saleable "paper and ink" products and product ideas. Tell Jerry I sent ya. His number is **(206) 572-3084**.

VISIT YOUR LOCAL K-MART!

I'm not kidding. Just because something is sold in stores doesn't mean it can't be sold via direct marketing. There are plenty of "crossover" items you can "twist," "enhance," "combine," or simply sell as they are through various combinations of direct response media.

BE ON THE LOOKOUT FOR "PROBLEMS"!

No problem finding problems, is there? The media makes us aware of them with distressing regularity. But maybe you should start looking at problems in another way... maybe you should start looking at them as OPPORTUNITIES! Long lines because of automobile smog inspections? Hmn, maybe we can sell a solution to that hassle?

Senior citizens getting ripped off by Social Security? Hmn, maybe we could sell a book on How To Collect Social Security At Any Age? Ah forget it, that wouldn't work.

People tired of just being a digit in somebody's computer? Maybe we could sell them a brief history of their surname and show them what the first family crest ever recorded with that surname looks like?

Oh forget it; another stupid idea.

OK, lemme think. I wonder if anybody'd like to have a key chain with the license number of their car on it?

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Nope. Nope. That's been tried by some charity years ago. Wouldn't work again. Nope, forget it.

Let's see, how about dog tags for... dogs? Customized by breed with the owner's name and phone number? Nah, people in America don't care that much about their pets. It'd never work.

Hey, I hear there's lots of lonely guys out there. I wonder? How about a report customized for each city like "How And Where To Pick Up Girls in L.A."?

Another stupid idea.

I hear some churches are trying to raise money. Probably just a rumor. But, if it were true... maybe the pastor would let us make an endorsed mailing to his congregation offering rare pages from one of the few remaining Gutenberg Bibles.

Sounds weak. Don't bother.

Ah shoot boys, we're having trouble here, aren't we? Maybe we should just... maybe?... we uh... hey...

LET'S ADVERTISE FOR SOMETHING TO SELL!

Want your brain to catch on fire? If so, run the following ad in the Wall Street Journal and the business section of your local newspaper:

MARKETING GENIUS LOOKING FOR HOT PRODUCTS TO PROMOTE!

Have you got a hot product or service? If so, call me. I've got money, brains, marketing know-how and national and international connections and I'm itching for something new and hot I can sell like crazy.

John Subscriber
(000) 000-0000

(go to page 8)

Still stuck? Hmn? How'd you like to promote me? For enough loot (and we can split) I'll talk before almost any group. Especially if it helps me promote my GHA network.

Sincerely,

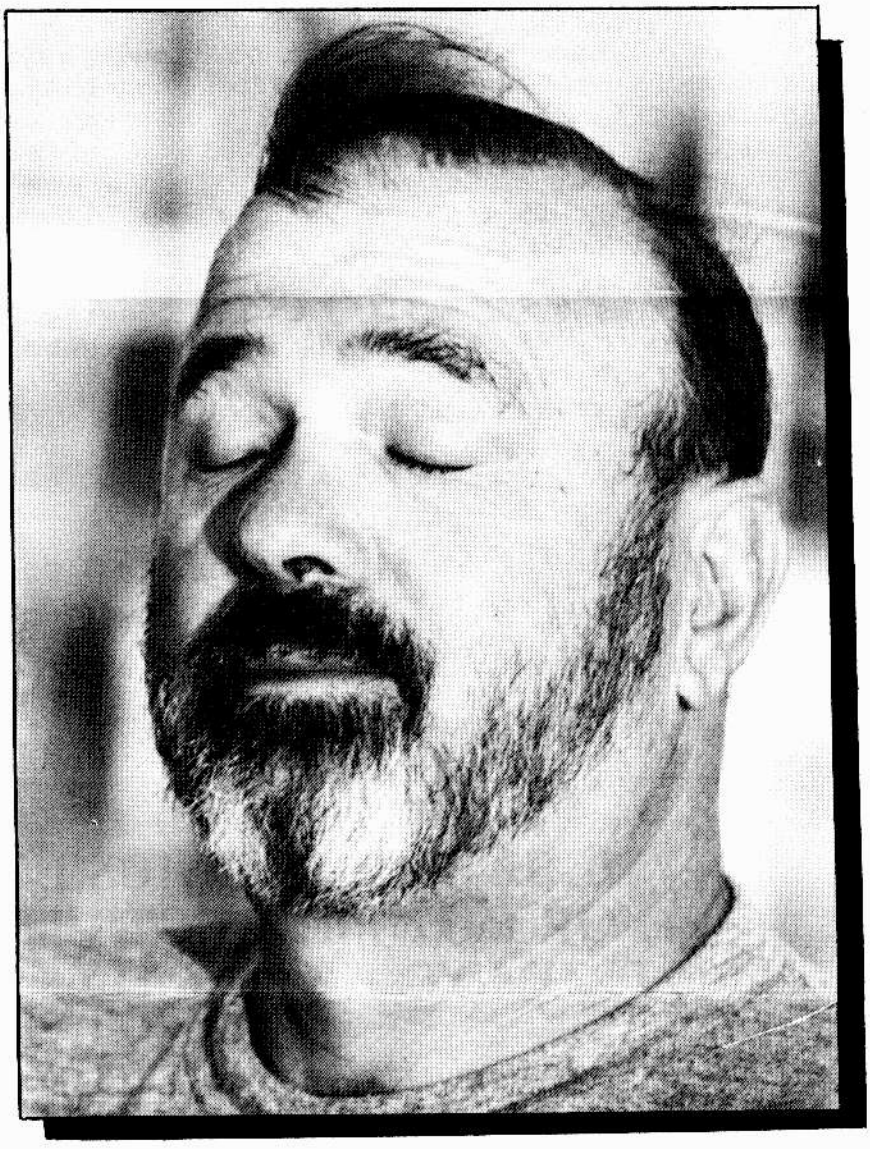

Photo by Don Camp

Gary C. Halbert

Gary C. Halbert
A "Hot Product"
All By Himself

P.S. If you want to come to my June seminar in California... DO... NOT... DELAY... SIGNING... UP...!

THE GARY HALBERT LETTER
423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 1:52 p.m.
June 26, 1991

Dear Friend & Subscriber,

Find a need and fill it.

These six words represent the most valid, core advice that has been given to would-be millionaires since the dawn of human ambition. Well, guess what? In this issue, I am going to illuminate a need so many business owners in America are so desperate for that...

If You Find A Way To Fill it
You Will Become A Multi-Millionaire!

Not only that, I am going to tell you how to go about finding out how to fill this need. Mind you, I personally do not know exactly how to fill this need but... I do think I know how to find out how to do so.

Frankly, this is not an opportunity that can be seized upon by most of my readers. However, for one or two or a few of you, what you are about to read here is going to reveal a way you can make so much money, it should satisfy your absolute wildest dreams of avarice.

And for the rest of you? Well heck, I've got some extremely useful info for you too (in the area of how to write copy) and I'll get to as soon as I dispose of this first issue. OK, the need I'm talking about is...

The Need Of Tens Of Thousands Of
Good, Honest Businessmen To Be Able
To Accept And Process Credit Card
Transactions!

To accept credit card orders, you must have what's known as a "merchant account." This is simply an account you set up with a bank affiliated with MasterCard and Visa and through which you process all your Visa and MasterCard orders.

It's no big deal. Almost any business owner in the U.S. can get one. Except, of course, unless you are in the seminar business. Or the travel club business. Or... if you do outbound telemarketing. Or... if

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you sell by any form of direct response like... newspaper ads... magazine ads... TV ads or TV infomercials... or direct response radio spots... or direct mail or...

Any Of A Thousand Other Ethical Ways Of Doing Business!

I hear new "horror stories" almost every week. Recently, I got a call from an old friend in Manhattan. He's an honest, ethical guy I've known for years. He told me he has done 9.4 million dollars worth of credit card business within the last 12 months or so and his bank just told him... he's got 30 days before they terminate his merchant account!

Last year, as you know if you've been reading this letter that long, the same thing happened to me.

And it's happening with greater and greater frequency and... for no good reason... to thousands of businessmen every single month.

Actually, there is good reason for many of these merchant accounts being terminated. There are, for example, scammers who operate telephone boiler rooms that pressure unwary victims into buying massively over-priced merchandise or... goods and services that are never delivered at all. There are other outright thieves who, once they obtain a person's credit card info over the phone or via the mail... use that info to rack up thousands of dollars in fraudulent purchases for goods they later sell to a fence or other dishonest people for .10¢ or so on the dollar.

And, of course, there are honest but stupid business people who do not ship in a timely fashion, do not make adjustments or refunds promptly and who are totally indifferent to the idea of providing good customer service.

All this creates about three billion dollars in losses and charge-backs every year!

But the problem is... MasterCard, Visa and the banks make very little (if any) effort to separate the good guys from the bad guys. They simply refuse to take the trouble to evaluate businesses on a case-by-case basis. For example, several years ago, there was a memo sent out by either MasterCard or Visa (I forget which) that talked about all the scam artists involved in the travel club business. So, you know what one bank did? They automatically... and without discussion... terminated every merchant account on their books that had the word "travel" in its name. It was a disaster. Several 100% legitimate travel agencies that had been doing business for decades were literally bankrupted by this one incredibly insensitive and moronic decision.

By the way, did you know all new applications for merchant account by companies doing any kind of telemarketing whatsoever... all are now summarily rejected? Mind you, I'm not saying all new businesses

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involved in "telephone scams" are being rejected... no... I'm saying all companies involved in even totally legitimate telephone sales are being automatically rejected.

Along with dozens of other what's considered "high-risk" categories.

You know, there's been several robberies of convenience stores here in Florida recently by black teenagers. Hmn? I wonder what we should do about this? Hey, I think I've got it...

Let's Simply Refuse To Let Black People Shop At These Stores Anymore!

What a great idea! And it doesn't require any mental energy at all. No pesky, time-consuming tasks like evaluating each black person on an individual basis. See, this way, we can just refuse to deal with all of them. That way we can free up a lot of time and energy to deal with other important aspects of our lives and businesses.

And Jews. I've got to confess, I've met a few of them I didn't like over the years so I'm thinking about talking to the owner of the Key West Yacht Club where I keep one of my boats about excluding them. Yeah, yeah... I know. I guess a lot of Jews really are OK but I'm a busy guy so I say to hell with it... let's ostracize the lot of them.

And all these damn Spanish-speaking types here in Miami and Los Angeles. Let's restrict those suckers too. Sure... I know some of them are hard-working, everyday people and others... well, I guess there are some pretty good research scientists, doctors, Nobel prize winners and stuff... but dammit... some of them deal drugs so I say... let's reject them all.

Are you starting to see the brilliance of this way of thinking? The sheer genius of it? And most of all, can't you see the efficiency and time-saving aspects of this way of dealing with people?

Hey man, thinking and evaluating people on an individual basis takes way too much mental energy for me to mess with it. I'm a busy guy. I've got a business to run and profits to make. And I'm sure you feel the same way, don't you?

What's that? You say what I've just described is offensive to you? You say Americans have made great strides in eliminating this kind of mentality over the last 30-years?

Well, maybe we have, but this kind of moronic mind-set still exists in enough of the U.S. population to make me just a tad ashamed of many of my fellow Americans. And, if you have any doubts about this... just ask any black, any Jew, any Cuban/American and Mexican/American, any gay American any... oh hell, you get the idea. The point is...

Prejudice Sucks!

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But, my friend, not only does it suck on a personal level... it also sucks on a business level. People who operate telephone scams should not be permitted to have a merchant account (they shouldn't be allowed to do business at all, for that matter) but... people who use the telephone to generate legitimate sales should no more be rejected on a wholesale basis than should Jews, blacks, gays, etc.

The same holds true for people who do business via other forms of direct response such as direct mail, TV ads, magazine and newspaper ads, etc. In other words, it is unfair to persecute the innocent along with the guilty just because they use the same "tools."

But this problem is so bad it has reached disaster proportions. I think it is fair to say my office, because of this newsletter, could be characterized as "Action-Central" as far as info on direct marketing is concerned. And I'm telling you...

The Inability To Get (Or Keep) A Merchant Account Is The Single Biggest Problem Of A Major Portion Of The Entire U.S. Direct Response Industry!

And there lies an enormous financial opportunity for one or two or a few of the people reading this letter.

Before I go on, however, let me say there are already several people and companies out there who say they can solve this problem. But... mostly they can't. There's an outfit called Peachtree Financial, for instance, that took some of my money, plus money from several of my subscribers and... to my knowledge... they've never delivered on their promises.

Perhaps they have helped some businesses, but every single piece of feedback about them I've ever received has been very negative.

This is true also of just about every other offer I've seen from anyone who says they can get a person a merchant account.

What about Larry Schwartz and Pearl Sax of Credit Card Fraud and Protection Bureau? Are they legit? I think they are and... I think if you have a 100% legitimate and established business... and if you do not do any form of telemarketing whatsoever and... if you can endure months of waiting and an almost endless examination of your "financials" and other paperwork, they may be able to help you. Larry and Pearl are probably the most legitimate and effective people working in this problem area but... even the help they are able to offer is far short of what's really needed on an industry-wide basis.

Look, I personally don't know exactly how to solve this problem but I've got some ideas about it. It could happen like this: Let's say one of my readers is somebody who is connected to the higher echelons of the

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banking industry. I mean <u>really</u> connected, not just somebody whose brother-in-law is on the loan committee of some local S&L. Needless to say, this good person should also have a huge amount of "entrepreneurial blood" oozing around in his veins. And let's say this reader can somehow arrange a "sit down" with some truly high-ranking <u>international</u> banking executives <u>and</u>... some high-ranking owners or executives of the MasterCard and Visa organizations.

OK, knowing he can do that, my first suggestion for this guy is to read everything he can get his hands on concerning the credit card business and merchant accounts. He should get Larry and Pearl's book, **"The Complete Guide To Getting And Keeping Your Visa/MasterCard Merchant Status"** (call **(407) 737-7500** to order) and also all other publications and newsletters devoted to this area. He should even, I suggest, go as far as hiring a few clipping services to get him all articles being published on this subject.

Then, after about a month of intense reading and research, our would-be savior should start taking some airplane trips. To the Cayman Islands... to Zurich, Switzerland... to London, England and other financial centers. He will seek out and dialogue with intelligent bankers, intelligent investors and <u>intelligent</u> <u>insurance</u> <u>providers</u> like Lloyds of London.

And eventually, our guy (or gal) will go to MasterCard and Visa and say the following...

> *"Look, you routinely refuse and/or terminate the merchant account status of thousands of companies doing business via direct response. This is somewhat understandable because there is some outright fraud in this area plus chargebacks and other difficulties. However, this policy on your part is destroying many legitimate enterprises and depriving you of billions in profits.*
>
> *"I've a solution to this problem. I have formed a company called 'Direct Response Merchant Services, Inc.' and I have set up a foolproof way you <u>never</u> <u>ever</u> <u>again</u> have to take a loss on a credit card sale generated by direct response advertising.*
>
> *"First, my company through an arrangement with Lloyds of London (or some other insurance carrier) is prepared to provide you with a surety bond in the amount of $500,000,000 to guarantee all credit card transactions processed through my organization. Secondly, to further increase your comfort level, I have arranged for you to meet our major stockholders and board of directors who are all substantial citizens with impeccable reputations."*

OK, here's how this new company (DRMS) would operate. Suppose some would-be direct response business person has tried and failed to get a merchant account through normal channels and now he comes to you. What

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you do first, is have someone truly savvy in direct response investigate this operation. You examine his products, his sales materials, his shipping facilities and his management. Suppose you find out he is one of two extremes: Either an outright fraud or, as is often the case, a do-right businessman who should not have been turned down.

In the case of the latter, you set him up so he can process his credit card transactions through DRMS at the fair and honest low rate he should have been given in the first place. You do, of course, add a little percentage for yourself but you don't get abusive about it because you are an ethical person.

In the former case, where the merchant account seeker was an outright fraud you summarily reject him and, via your "Scam Alert" newsletter...

You Put Out The Word
On This Slimebag!

You see, if a guy's a scammer, what I want is not only for him to be rejected for a merchant account... I also want him driven out of our industry.

Suppose however, the operation you're checking out falls somewhere in the middle of these two extremes. This will often be the case. You see, all forms of direct response selling generates a higher rate of chargebacks than walk-in retail sales for a variety of reasons that are no fault of the seller. One of those reasons is the customer is not able to physically examine the merchandise before he buys it and thus, he is sometimes disappointed. Another reason, I suspect, is that it is easier to ask for a refund (that is not deserved) from a seller you never have to meet on a face-to-face personal basis.

In any case, what you should do with these companies is... simply rate them based on the degree of risk they represent...

Just Like A Life Insurance Company
Does After They Have An
M.D. Give You A Physical!

And you charge accordingly. If the company is operating honestly but has above average chargebacks, you insist on a higher percentage for processing their orders and you insist they keep a certain amount of fungolas in a reserve account that is debited against chargebacks.

You know, a variation of all this is DRMS doesn't process transactions at all but... merely insures them.

You'd think the banks and MasterCard and Visa would have worked all this out on their own, wouldn't you? But really, they can't. First, they don't understand direct response well enough and secondly... in the case of the banks... they're too busy doing the paperwork necessary to be bailed out by the FDIC because of all those "no risk real estate loans" that have gone south on them... not to mention all the billions

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they've poured into those rock-solid countries like Argentina and Brazil.

Make no mistake, my friend, I have just described to you a situation that really can make some intelligent entrepreneur a multi-millionaire. I know I don't have all the answers, that the sketchy scenario I just described is incomplete. However, it should be enough to point you in the right direction if you've got the right stuff.

Now listen, I am aware there are a few service bureaus that will process credit card transactions for direct marketers... especially if they themselves (the service bureaus) ship the merchandise. But these organizations can only solve a minute fraction of the problem. What's needed is someone to set about solving this problem in a major way. And I'm telling you... if you are the one who fills this need...

You Can Become Rich Beyond Your Wildest Dreams!

Now, let's talk about writing copy. I've got just enough space left here to reveal a very important idea on this subject. You know, I review hundreds of pieces of copy for my clients, friends and subscribers. Much of it, especially that which comes from subscribers, is remarkably good. However, there are certain flaws that crop up over and over and one of the biggest is... not enough work was put into the writing! The copy isn't long enough, not detailed enough. People tell me they're afraid to write too much. They fear people won't read it if it's long.

This is all wrong and I've found a useful way to help you think about this. Look, imagine for some reason God himself (or Herself) has come down from heaven to talk with you. He says, "Listen, Buckwheat. You've been praying to meet the person of the opposite sex who is just right for you. Someone you can marry and live with happily everafter. Well, I've found her for you but, since I've been a little bored lately, I've decided to play a little game with you. This dream lover of yours is one of a group of 500 other women and you have to find her from within that group. Not only that, you have to select this person without ever seeing her or meeting her in person. I'm not even going to let you see a snapshot of her or see her on video tape. Hell, (oh excuse me, I mean Heavens)... Heavens, I'm not even going to let you speak with her on the phone. What I've done instead is... I've instructed each one of these fine ladies to write you just one letter telling you about themselves and you have to pick out your partner for life... just by reading those letters!"

Now let me ask you... if this was the case, how much would you want those ladies to tell you about themselves? Would you want just sketchy, skimpy info like age, weight, color of eyes and hair? Or maybe a little more... like what race and religion she belongs to? How about where she grew up and where she went to school? And what were her parents like

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and... aw nuts, you don't want to read all that much, now do you?

The Hell You Don't!

Unless you are even more nutso than my average subscriber... when it comes to choosing your lifelong mate... just from reading one letter... I bet you'd read 300 pages! I bet you'd want to know every last detail about those women before you chose one to spend eternity with.

And so it is with the strangers to whom you are trying to sell your goods and services. Stop worrying so much about mere readership. Those who are not interested in your message won't read it at all. Actually, you could change this somewhat by interspersing your copy with stuff about the sex life of Madonna and Warren Beatty. Maybe throw in some stuff about space aliens abducting Elvis, etc. Sure, you'd get more readership... but not more sales.

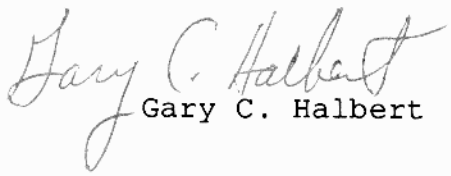
Know this: Those that will likely never be prospects for what you're selling probably won't read any of your copy... or maybe just a line or two till they find out what it's all about. Who cares?

Because, those who are good prospects, those who are truly likely to buy... want to know EVERYTHING! Every promise, every scrap of proof, every testimonial, every product feature, every guarantee, etc. As long as you have more to say (more that's pertinent) 4-page letters will outpull 2-page letters, 8 pages will outpull 4, 16 will outpull 8, 24 will outpull 12, etc., etc., etc... and if you've got that much that is pertinent to say...

Go Ahead And Write
100 Pages... It'll Pay
Off For You!

Peace.

Sincerely,



Gary C. Halbert

P.S. In case you're wondering, we do have a valid merchant account. However, I welcome any feedback you have on this business of credit card orders and merchant accounts. You have any tips? Know anybody who is truly connected to MasterCard or Visa? Know an intelligent banker? Etc. If so, write me (I'm too busy these days to play "telephone tag") and I'll be very grateful.

Thank you.

THE GARY HALBERT LETTER

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From:
Key West, Florida
Thursday, 1:17 p.m.
July 25, 1991

Dear Friend & Subscriber,

I don't mean to tempt fate by saying this, but... I've never spent even a single day in a hospital.

I've been in hospital emergency rooms a few times for minor mishaps but never for anything really serious. Nothing that ever required me to stay there. As far as illnesses go, I've never been truly sick either. Except perhaps, when I was an infant and had some problems of which I have no memory and wouldn't even know about except for my late Grandma telling me. Sure, I've had colds, maybe even a touch of the flu, bad hangovers from various intoxicants but... that's about it.

Until now.

Recently, I became so ill for so long I got truly frightened. At one point, in fact, I actually thought I might die. That happened when I was in Eckerd Drugs store in Marathon with my friend Zeke when one of the attacks hit me. First the shakes, then my muscles turned to jelly, my heart started racing, I had trouble breathing, became lightheaded and there was more. Actually, I don't want to go into this in detail right now but, suffice it to say, it was perhaps the most frightening experience of my entire life. In fact, it was five minutes before I was even able to stand up (I was sitting in a chair near the prescription counter and the self-test blood pressure machine) and walk out of the store.

Look, I'm writing about this for a couple of reasons but one of them is not to get you to send me a get well card or somehow express your sympathy. First of all, I'm recovering now. I'm not 100% but I have rebounded at least half way back and, because of what I've learned and the changes I'm making in my life, I expect soon to be healthier and more vital than ever. I intend to write about this experience and share with you some truly important health lessons I've learned in a later letter. But, for now, I don't want to dwell on all this and I only bring it up for two reasons:

Reason #1: I'm behind in a lot of stuff. I've got a huge stack of mail I haven't answered. Ditto with phone calls. I'm way behind with

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materials I've promised by GHA network and, in general, I've got a lot of catching up to do.

As I said, please don't bother expressing any kind of concern for me. For one thing, I'll soon be even more obnoxious and vital than ever and, for another... sympathy sometimes embarrasses me. However, if you need anything from me that can wait... that you can "put on hold" for a while... I'd sure appreciate it. Do contact me or my office if you've got something that's truly urgent and I'll do my best to accommodate you. But, if it's something that will wait, I'd appreciate everybody giving me just a tiny bit of a breather. Thanks.

Reason #2: Believe it or not, because of all this... I've learned a valuable marketing lesson and I want to get it down in writing before I forget it. (Actually, I doubt if I'll ever forget anything learned this way.)

OK, so what's the marketing lesson I've learned that's so all-fired important? Here's a clue. There I was, so sick I could hardly function, not knowing for sure what was wrong with me, worrying I might be dying (literally!) and... and... and...

And The World Kept Right
On Going On Without Me!

I could hardly believe it. The garbage collectors were collecting garbage, the papers kept right on publishing, kids kept right on riding their bikes, cars and trucks still buzzed up and down the highway and so forth. What the hell was going on here? Didn't these people realize... Gary Halbert was sick?

I guess not. And you know what else? My friends, subscribers, clients, associates and so forth, the ones who knew I was bad off... what they were concerned about was... how would my illness affect them? Would the work I was doing for my clients suffer? Could I still do it in a timely fashion? Would the quality of my newsletter suffer? Would I cease being able to write it at all? Would my Lifetime Subscribers get far fewer issues than they'd hoped for?

Listen... what disturbs me about all this is not that these people were callus. No, what concerns me is...

They're So Much Like Me!

And you.

You know, when you shuck right down to the cob, nearly all of us are almost totally self-absorbed. What's that? You say the farmers in Idaho are infected with some dread disease and they're dropping like flies? Oh wow, does that mean I'm going to have to pay more for potatoes? You say a truck driver skidded out of control in a thunderstorm, hit a utility pole and got electrocuted? Oh nuts! Does that mean I'll be without power to run my TV

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for a couple of hours? Nuts. Do you remember when all those students in China were being gunned down in a public square in Peking or someplace? Well, at that time, Ann Landers wrote in her column about how many of her readers were complaining about the news coverage of those massacres because...

It Was Interfering With The Soap Operas They Were Watching On TV Everyday!

What a bummer! A few hundred students get gunned down and the lousy TV networks use that as an excuse to interrupt "General Hospital." I'll tell you... sometimes there just ain't no justice!

The truth is, no matter how tragic something is for somebody else, what we really care about is how it affects us. And basically, we don't care before it affects us, only after. So, what is the marketing lesson inherent in this experience? Just this:

Cure Has A Sales Appeal At Least 1,000 Times Stronger Than Prevention!

Self evident, you say? Too obvious to need elaboration? Probably too fundamental to even be worth writing about here, right? I mean, after all... you and me both have known this all along, isn't that so?

Yeah maybe. But I think what you probably don't realize (as I didn't) is... just how true this is. For example, what would a person pay for something he truly believed would cure him if he knew (or thought) he might be dying? Believe me, I now know the answer to that question which is... just about everything he's got!

On the other hand, trying to sell prevention is a hard road to hoe. Take someone who has lung cancer, for example. It doesn't take a rocket scientist to figure what such a person so affected would be willing to pay to be free of that dreaded disease. On the other hand, trying to sell people on the idea of preventing lung cancer by giving up smoking is truly an uphill battle.

Incidentally, my candidate for the most shameful advertising campaign in history is the "You've come a long way baby," promotion for Virginia Slims cigarettes. I don't know who created it (I bet it was a woman) but it is truly a masterpiece from the point of view of increasing sales. And you know what? As far as smoking is concerned, women really have come a long way. So far, in fact that... since that campaign began... the number of women with lung cancer has increased by the hundreds of thousands.

I wonder who created that campaign? I wonder what kind of sorry human being could create that kind of a "success" and still be able to sleep at night?

Anyway, I thought it would be interesting to explore here some of the

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other problems Americans will pay mucho fungolas to cure but hardly anything to prevent. Here are 10 of them.

1. The problem of being fat. How much, in your judgment, would an overweight person pay for a true cure of that problem? A cure he believed 100% would solve his problem? What if some respected medical researcher like Doctor Salk discovered all obesity is caused by the malfunction of the gobblegalore gland which was previously unknown to exist? And what if this gland could be made to function properly (and thus let you eat whatever you want and lose weight rapidly until you have the body of a teenager) by a pill that could only be made from extracts taken from extremely rare, dwarf, albino lizards only found in the darkest nether regions of the remotest region of the African Congo? And what if... you only had to take one of these pills and your weight problem would be solved forever?

Believe it or not, my guess as to what the average overweight person would pay for such a true cure is, at least...

The Same Amount He Would Pay To Buy A House!

I'm not kidding and, if you have a weight problem, I know I don't have to struggle to convince you.

On the other hand, let's ask ourselves this. What would a slender, active 19-year old pay to prevent that problem from ever occurring? The answer is...

Doodley Squat!

You see, people have a remarkable inability to visualize themselves having to experience anything they have not yet experienced. When you were a teenager or in your twenties, you never really could see yourself being as old as you are now, now could you? And there isn't any cigarette smoker in the world who truly believes he is going to be one of the ones who gets lung cancer.

2. The problem of having an enlarged prostate. You know what sex and oxygen have in common? It's simply... you never miss either one until you're not getting any! It's sort of like that with your prostate gland. You never even give it a thought... hell, you might not even realize you have one... until it starts swelling up and gives you a problem. And then... you become very aware of it (about ten times a night) and you would pay mucho fungolas to get that sucker back down to the size it used to be.

Here's something I bet you didn't know. Did you know that prostate-related products (books, "prostate teas," tapes, pills, etc.) always make a profit when advertised in media with a heavy circulation of males over 50? 'Tis true.

But, once again, what would a person who has never experienced having this

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problem pay to prevent his ever having it? You already know the answer here, don't you? Once again, it's...

Doodley Squat!

3. The problem of being lonely. That full-page ad I wrote that got me dates with the hottest women in the world also attracted a lot of media attention. And, because of this, I ended up meeting the owners of "Intro Magazine" and learning a lot about dating services... which just astonished me! Do you know some of those services charge as much as $3,000 to hook up a lonely person of one sex with a lonely person of the other?

What we're talking about here is hunger. Not all, but many people without partners haven't a clue how to hook up with a quality person of the opposite sex and often, they would literally... clean out their bank account to have you solve this problem for them. But what would I (now that I've found Paulette) pay for such a service?

Doodley Squat!

4. The problem of having wrinkled skin. Men don't care 1/10th about this as much as women. But women... man oh man... they desperately want that clear, unblemished, unwrinkled skin they had back in their youth. That's why the annual take for skin care products and cosmetic surgery is in the billions. But, once again, until the problem occurs, hardly anyone believes it's going to occur.

Paulette's beautiful daughter, Natalie (she's mine now, too) informed me just yesterday she's never going to have this problem. No Sir... not her. Just like every other teenager, she knows she's never going to get old. Hey, remember back in the 60's when it was fashionable to "Never trust anyone over 30"? Gee, I wonder if all those hippies still feel that way?

And Mick Jagger, remember how he said he'd be damned if he'd still be singing "Satisfaction" when he was 40? Seems to have changed his mind now, doesn't he? See, it's very hard for anyone who's not old to conceive of ever achieving that state. Actually, even old people don't truly believe they're old. Look, it's only after you get out of your 30's when you finally realize the true definition of who is an old person. And the answer is...

Anyone Who's At Least 15 Years Older Than You!

And that definition seems to hold true even if you're in your 50's, 60's, 70's or whatever.

5. The problem of not getting any (or enough) low-down, dirty sex. This is a problem women don't care about 1/10th as much as men. Do you know how often men think about sex? Well, research studies indicate...

They Never Quit!

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Actually, I'm not sure I totally believe these findings. It seems to me I haven't always been thinking about sex. I'm not sure... I'm a little cloudy on this but... I seem to remember that, back in 1965 (or was it '67?) I got so intensely interested in something I had no sexual thoughts for at least 20 minutes!

So, I think that demonstrates we have to take these research studies with the proverbial grain of salt, don't you agree?

However, even though I, in all my incredible virtuousness, have not always been consumed by thoughts of sex, unfortunately other men don't seem to be able to muster up this same degree of purity. Therefore...

Sex Sells Like Crazy!

Girlie magazines, hookers, porno tapes, dirty talk 900 lines, "how-to-pick-up-women" books, subliminal tapes that make women lust for you (they're BS), pheromone perfumes that do the same (they're BS, too), automobiles that are magnets for hot chicks (?), chemicals like alcohol and Quaaludes that make a woman more receptive (this is not BS) and so on... the "sex industry" pulls in virtually unlimited fungolas. But... once again only to people who have "the problem." In other words... men. Women, of course, they'll pay...

Doodley Squat!

Damn it, there's something wrong here.

6. The problem of having arthritis. This is very similar to the problem of having an enlarged prostate. In other words, nobody is even aware of the existence of arthritis... until they have it. But as in the case with "prostate offers," virtually every even half-way well-written ad for a product offering a "cure" for arthritis (or at least a cure for the pain of arthritis) appearing in media delivering a high concentration of folks over 50... all such offers succeed.

7. The problem of not having enough money. I guess "enough" is an awfully big variable, isn't it? What's enough for 10,000 entire families living in Arkansas probably isn't enough for just one Donald Trump. Actually, it's been my experience...

Almost Nobody Has "Enough"!

So, if you have a "cure" for this problem, a believable cure, you've got a pretty good shot at having a success marketing that cure.

8. The problem of being an "outsider". This is similar to but, not exactly the same as, the problem of being lonely. Not having any kind of extended family is awful. "Belonging" is so important to some people, they will actually kill to stay in the good graces of their group. Oftentimes the world seems harsh. The concept of eternity is very scary. There is so much out there that is so frightening, so bewildering and just plain unknowable, the idea of facing the world alone is dismal indeed... and truly terrifying.

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That's why there are so many clubs, fraternities, hobby groups, crime families, street gangs, barbershop quartets, unions, associations and other organizations ad infinitum.

Therefore, if you are marketing something that embraces people and pulls them into a cohesive group, you may indeed be on to something.

9. The problem of not wanting to fry in hell. Do you find this one amusing? You'll probably find it less so as you become elderly or face something that causes you to fear for your life. What would you guess to be the average age of people who contribute money to the likes of Jim and Tammy Bakker and other televangelists? Would you believe it's around 72? And that's the <u>average</u>. Many of those contributors are even older. But what did most of those people do during the earlier parts of their lives in order to prevent worry about this problem? You're right. They did...

Doodley Squat!

10. The problem of being embarrassed. Believe it or not, the need to avoid embarrassment is, I believe, often more profound even than the fear of dying. You know what I was very concerned about during that time in Eckerd Drugs store when I genuinely thought I might be going to "Check-Out City"? It's that...

Someone Would Notice!

Geez, right in my home town, right where I live... people would see me maybe collapsing and maybe having to be carried out on a stretcher! And to me, and to millions of other Americans, that kind of attention is more awful (almost) than the potential of dying.

Holy cow! What if word started going around GARY HALBERT is mortal? We can't have <u>that</u>. I'd almost rather die.

Almost.

OK, let me see now if I can tie this together for you in a way that will help your marketing efforts. You know, the first job I got after I got out of the U.S. Army was working for Economy Savings & Loan in Cuyahoga Falls, Ohio.

I was a collector or what's known as an "outside man." My job was to call people and/or go visit them in person and get them to pay up. Well... one day I read something about the art of collecting that transformed me into one of the best in the business. I forget the name of the book but, what I read went something like this:

> *"The only thing a collector has to offer a debtor is relief from anxiety. Therefore, to be effective the collector must, if that anxiety is not already present... must be prepared... to <u>induce</u> that anxiety."*

And boy oh boy, did I ever get good at inducing anxiety. So good in fact,

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I wrote a letter that... in one single week... put more delinquent accounts back on the books and current... than had previously been achieved in two years! (By the way, by using certain lessons learned while serving time, I bet I could do even better now.)

Remember how I said earlier, many people won't do doodley squat to avoid something like lung cancer but will do almost anything to cure it? However, what if they were anxious about getting lung cancer and then...

You Offered A Cure For That Anxiety?

Do you see how you've got two selling jobs here? The first is... selling your prospects on being anxious... and then... selling them on the idea you've got the cure for that anxiety.

Know this: There is a subtle but very huge difference between offering a cure for anxiety as opposed to the mere prevention of lung disease.

Oh nuts, I'm getting very, very tired now but I know there's a marketing message here somewhere. What I think it is, is... you should ask yourself... are you trying to sell prevention?

If so, you should probably reconceptualize your marketing so that...

FIRST... your prospects realize they have a problem they maybe didn't know about and then you make them realize they should be anxious about having that problem and...

SECONDLY... by purchasing your goods and/or services they will be getting a cure for that anxiety.

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. Is this newsletter as good as my others? I hope so but I'm a little fuzzy and I'm not quite sure myself. Bear with me. Next month I intend to be back on target and lucid as ever.

P.S. #2 Hey, you want to know something funny? It's hard for me to be as obnoxious as I want to be when I'm feeling unwell.

Rats!

THE GARY HALBERT LETTER

PHONE
(305) 294-8425

423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 2:25 p.m.
August 28, 1991

Dear Friend & Subscriber,

Over and over, in the mail, on the phone and in person, I keep getting asked the same question. Usually, it goes something like this:

> "Gary, I love your newsletter and all the rest of your material but... it seems to me your ideas and concepts are almost totally geared to people who are selling stuff to consumers. Like 'how to' books to people who read 'opportunity type' magazines or diet books or cosmetic creams and stuff like that. See... the problem is... my business is selling high-priced goods and/or services to businesses and... I don't think your techniques will work as well to corporate executives and business owners like they do to consumers. Don't you agree?"

Yes I do. My techniques will not work as well to these "high-type" people...

They Will Work Better!

I'll tell you why in a moment but first, let me sneak up on this by making those of you who are in my age group remember something that used to happen when you were a little kid. Remember how, once in a while, the phone would ring and your Mother or Grandmother would answer and then turn to your Dad and say something like this in a hushed, reverent tone of voice:

"John... it's long distance!"

What an impact that used to have! Long distance calls which are so commonplace nowadays, used to be... an event.

OK, well, the problem with most consumer advertising and nearly all business-to-business advertising is... it is usually totally lacking in impact. Most business-to-business advertising is so boring and so mundane it could be sold as sleep inducers which would probably work better than Sominex or Unisom. Take accountants for example. They are among the dumbest shits in the world when it comes to marketing. They act as if all their customers are saints and they themselves are restricted by some organization of Nazi Nerds that forbid them to do anything other than "tombstone-type" marketing. You know what I'm

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talking about, don't you? Those stupid "name, rank and serial number," type ads you see accountants run in the yellow pages and occasionally mail out (if they are exceptionally lion-hearted) to a few local business owners. Mostly, these dumb messages beg for business by saying "we offer quality, integrity and service."

Gee, that's exciting, isn't it? I wonder how many CPA's in your town would say they <u>don't</u> offer this holy trinity? Probably none. There is absolutely nothing compelling in this type of advertising. You may as well say, "Please give your business to me instead of somebody else because I need the money."

Hell, come to think of it, an honest statement like that would probably actually work better than all that vapid "quality, service, integrity" hot air. I'll bet you a buck on it.

But forget it. We can do better. So much better, in fact, it will boggle your mind. Now listen, what I'm about to reveal will not only work for accountants, it will also work for any organization wanting to make high-ticket sales to other businesses. To begin with, let's dispatch with the myth that clients of CPA's are saints. They are not.

They Are Greedy S.O.B. Business Owners
Trying To Beat The Government
Out Of Every Last Nickel They Can!

Like you. Like me.

Therefore, when we advertise to them, we're going to go for the jugular and appeal to their <u>greed</u>. Let the other nerds babble about "quality, integrity and service" while you, having now been enlightened by Guru Gary, are going to suggest you can <u>LEGALLY</u> save them a ton of money.

Alright, that's the #1 thing you've got to keep in mind. The second thing is... you've got to have at least a rough idea of how much a new client is worth to you. And you know what? The answer is probably...

Tens Of Thousands Of Dollars!

And yet you, in all your breathtaking boldness, try to lure these valuable people in with el cheapo printed letters and dumb tombstone-type yellow page ads. Geez, no wonder you guys call me up all the time asking me stupid questions.

Hey, can you tell I've got my health back again? As you can see, I am rapidly reapproaching <u>full obnoxiousness</u>! I love it!

Whatever. OK, now let's pretend you're a CPA with at least half a brain and you've decided you'd like to make some truly big-time money by increasing your client base <u>TENFOLD</u>! Here's how to do it: First, you write a letter having a bold upper and lower case headline splashed across the first page saying something like this:

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Local Accountant Discovers Totally Legal Way For Gary C. Halbert To Save Up To 75% On His Federal Income Taxes!

(then, continue your letter something like this:)

August 28, 1991

To: Gary C. Halbert
c/o E&L Advertising
423 Front Street
Key West, Florida 33040

Dear Gary,

Please take a moment to read the headline at the top of this letter.

Don't laugh. Saving 75% on your Federal income taxes (and, doing it <u>legally</u>) is a very real possibility if you are aware of certain "loopholes" which I have just discovered.

Listen, I just came back from the Cayman Islands and I got talking to a banker over there who gave me an idea which seems tailor-made to save taxes for a guy like you who is in the advertising business.

Here's what it's all about: etc., etc., etc.

What's that? You say you don't know any unusual ways to help your clients save on taxes? Well then, by all means <u>don't</u> write a letter like this. In fact, if that's the case you should either go work at McDonald's or else get your ass in gear and <u>go find better ways to help your clients</u> than those other, "less motivated" CPA's.

Anyway, I'm sure you'll agree, such a letter will make a strong impact on your prospective client especially...

Since You Sent It To Him Federal Express!

What's that? You're asking me why you should spend $12.00 or so to send a letter via Fed Ex when you could mail it for only .29¢? Especially since the .29¢ letter will probably get there the next day since the client you're trying to rope in lives in the same town you do?

Look Buckwheat, you're not sending that letter via Federal Express to get faster delivery. No, you're sending it Fed Ex...

To Get Maximum Impact!

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Today, for nearly all consumers and, for most businessmen, getting a Fed Ex package has the same impact as getting a long distance call did back when I was a kid. (God, that was a long time ago!) By the way, my company is the largest customer of Federal Express in all of Monroe County, Florida. We even use Fed Ex more than the military. Why? Do we do it for fast delivery? Hell no! For us, the speedy delivery part is just a bonus. We do it for the same reason you should... FOR IMPACT!

Aw nuts, I can hear your little nerd-like CPA brains whirring and clicking now just like an electric calculator. Won't this cost a lot of money? Gee, all those letters have to be personalized and that's also going to cost a lot of money! Gee, if we mail a hundred of these letters via Fed Ex and then follow them up with a telephone call, that's gonna cost us like $1,500. And gee, I wonder how many clients we'll get out of all that?

How many do you have to get Dorkface? Hell, if a program like this gets you 1 new client out of 500 "pitches" you're way, way ahead of the game. Think about it. How long does your average customer stay with you? Years and years, right? And during each of those years you soak him for thousands, right? So maybe, don't you think it's worth spending a few bucks to get a few more of these "money cow" clients?

And I'll tell you something... you do what I've just suggested and you won't get just a few new clients...

You'll Get More Than
You Can Handle!

Why? Simply because your competition will still be trying to do the job with that totally unique message of "quality, integrity and service."

I love to take on clients who sell business-to-business because, once I get into the picture, my client, from a marketing point of view... has no competition whatsoever.

Now, let me digress a moment and talk about that precious image all you "professionals" seem so all-fired worried about. Years ago, I read a quote which literally changed my life. I may not repeat it here exactly as it was written but, it's close enough. Here it is:

> *"When I was a young man I worried people were thinking wrong things about me. Then, as I got older and into a few transgressions, I began to worry people were thinking the right things about me. And then, as I got older yet... old enough to have a little wisdom...*
>
> ***"I Realized Nobody Was Thinking About Me At All!"***

Words to take to the bank. Look, I'm not suggesting you start acting like a clown or standing on your head like Cal Worthington and saying you'll eat a bug to get someone's business. I'm not saying your ads should be like those in the tabloids with headlines like "Boy Eats Own Head!" What I am saying is nobody (except you) gives any thought whatsoever to your image and nobody bothers to read your boring

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"integrity, service and quality" messages. What I am saying is, if you really do have the drive to go out and make some serious money and... if you really do have something unique and special to offer your customers... then... tell them... damn it... and...

Tell Them With Impact!

Want more? Of course you do, you greedy little piglet. OK, let's say you're in the kind of business where a single deal is likely to net you 100's of thousands or even millions of dollars. Say, for example, you want to convince a very hard-to-approach businessman to sit down and talk to you about buying an entire chain of hotels. How do you get through to such a man? How do you impress him? How do you have a major impact on him?

Try this. Have somebody get you some good photos of this guy. Also, get photos of some of the hotels he already owns. And, get some photos of the hotels you want to sell him. Then, what you do next is you (or someone you hire) write a "news story" with a headline like this:

Donald Trump Pulls Off Deal Of
The Century By Purchasing 47
Marriott Hotels By Using A
Very Clever Financing Method!

This "news story" then goes on to tell how "The Donald" put this deal together... just as though it had already actually happened! This "news story" is complete with photos, favorable quotes from admiring celebrities, etc.

Next you have this "story" laid out and typeset just as though you were going to run it in the New York Times. Then, you have it framed under glass and you have it gift wrapped with expensive gold foil wrapping paper. Scotch taped to this package is a small discreet business card (yours) and handwritten on it is: "Mr. Trump, please read this 'article.' You and I need to talk because I know how to make all this come true for real. Please give me a call." Then, you have this package couriered to him.

Will he call? Who knows? The downside (your "advertising cost") is a few hundred dollars. The upside? Who knows? How much money is there anyway in selling 47 Marriott Hotels?

I mean think about it. If you did this 5,000 times and just had one "hit" you'd be way ahead of the game.

By the way, this is how, years ago, I got the famous Tova Borgnine cosmetic account. I did exactly what I just described to you except the headline was something like:

New Book By Wife Of Famous
Movie Star Hits #1 On
New York Times' Best Seller List!

Did it work? Are you kidding? She called me within 20 minutes of getting the package.

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Look, stuff like this isn't stupid stunts making you look like a clown. This is stuff that "showcases" your creativity and chutzpah in a classy way and, unless you're too anal retentive to give it a try, you ought to consider making some moves along these lines.

Let's move along. You know, throughout your business career you will meet some truly obnoxious classifications of people and, I was wondering... what group would you consider to be the most obnoxious of all? Lawyers? Nah, maybe the most unethical but they're not even close to being the most obnoxious. Auto mechanics? Nah, they, as a group, may be the most crooked but not the most obnoxious. Psychiatrists? Those "brilliant" shrinks who know everything? Nah, they're not the most obnoxious, just the most incompetent. You see, my friend, the most obnoxious group of people in all of Businessland is...

Buyers For Chain Stores!

Have you ever tried to do business with some little prick who is the top buyer for a chain of department stores? It's an unbelievable experience. These guys are like little tin gods. And usually, they have more unearned clout than anyone else in business. They're tyrants. It wasn't their courage, their money or their sweat that built the business and yet, as far as many manufacturers of goods are concerned, these petty little jerks have the power of financial life or death over their businesses. Want to do business with these creeps? If so, you'd better be prepared to bow and scrape, kiss their ass on command and, more often than not, offer them bribes in the form of sex, drugs and money.

Think I'm kidding? Just ask anyone who works with them.

However, what is, is and... sometimes... we do have to work with these people. So, let's say it would be worth a ton of money to you to get Amalgamated Department Stores to carry your line of goods. Is there any way to do this without going through all the ca-ca mentioned above? Well, if it's really worth a lot of loot to you, you might try something like this:

First, hire yourself a private detective and find out this little creep's address, the address of his supervisor and... the address of the major stockholder of Amalgamated.

Next, dummy up a newspaper ad like the ones I mentioned earlier in this letter. Once again this "news story" will feature photos of the buyer, his supervisor and the major stockholder of the chain. Also, include some photos of some of the stores. Then, start out with a headline like this:

Edward Slime Increases Amalgamated's Profits More Than 37% By Adding Exciting New Product Line To All 47 Stores!

Ed Slime of course is the buyer and you have a subhead below the main headline that says "John Jones says, this was a brilliant decision!" And John Jones of course is the major stockholder. Naturally, somewhere in this story, you also include an enthusiastic quote by Ed Slime's supervisor, Mr. Thomas Tightass. This "news story" is written as though

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it has already happened and tells how, by Amalgamated carrying your line, store attendance and profits have increased tremendously. Make it look exactly like a front page story. Use photos, sidebars, subheads and everything else just like a major newspaper does.

Create three copies of this "story." Then, frame them under glass, gift wrap them in expensive gold foil paper and have them delivered by courier to the homes of Slime, Tightass and Jones.

Here's what's gonna happen. Slime is gonna be pissed because you didn't make an appointment with him and come in with proper reverence and start kissing his ass. Mr. Tightass, Slime's supervisor is going to be mildly miffed but somewhat intrigued. And Jones? The guy who actually built the business? More likely than not, he's going to admire your brains and your chutzpah (the tools he used to build Amalgamated) and he's going to call Tightass and give him his marching orders to have Slime look into your deal.

Maybe. At least, I bet it happens this way once out of 10 or 20 times and...

That's Often Enough To Make You Rich!

Want more? Good God Buckwheat, just because I'm feeling good again doesn't mean you have to suck me completely dry this month, does it?

OK, OK, here's something for everybody. I've said it 100 times before and I'll say it 100 times again. If you are selling biz-to-biz and you are not mailing dollar bill letters and following it up with a phone call a few days later, you should be pumping gas in Iran. Done properly, this technique always works. And, for all you new subscribers, here's how you do it: You send a personally typed letter (use a word processor) with a nice crisp dollar bill attached to the first page. You date the letter, type in the recipient's name and address and then say:

Dear Mr. Johnson,

As you can see, I have attached a nice, crisp $1.00 bill to the top of this letter. Why have I done this? Actually, there are two reasons:

1. **I have something very important to tell you and I needed some way to make sure this letter would catch your attention.**

2. **And secondly, since what I'm writing about can save you (or make you) a lot of money, I thought using a dollar bill as an "eyecatcher" was especially appropriate.**

Here's what it's all about: (and then, of course, you finish the letter by extolling the merits of your product or service and revealing all the benefits of why he should be doing business with you.

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THAT'S STEP ONE!

STEP TWO is you wait three days and then you phone him and you say, "Hi, Mr. Johnson? This is Sam Subscriber and I'm calling because I sent you a letter a few days ago and I wanted to make sure you got it. You'll remember if you did because it had a dollar bill attached to it."

And then, my friend, if you have one drop of salesmanship blood flowing in your viens, you'll realize the importance of what's about to happen because... that's when... on the other end of the phone... you're going to get your first "yes nod." Yep, your prospect's head will be bobbing up and down like a turkey gobbler and he'll be saying something like, "Yes Sir, I sure did get it. Surprised the hell out of me. Nobody ever sent me money like that before."

And then you say, "Well, I just wanted to check because... you can't be too careful when you send cash money through the U.S. mail these days, isn't that right?"

And then... you get your second "yes nod."

And then you say, "Well, you did get the letter, the dollar bill was still attached and you did read it, right?"

And then... you get your third "yes nod" and... if you can't take it from there...

You Are Beyond All Hope!

Sincerely,

Gary C. Halbert

Gary C. Halbert
Healthy Again
& Disgusting As Ever!

P.S. I've urged people to use this dollar bill letter so often it gets tiresome for me when I still get resistance from people who haven't tried it. That was happening at one of my last seminars when all of a sudden one of the attendees (Dr. Gerald McCarthy) who has a deep, bass voice that sounds like the wrath of God boomed out...

"Just do it damnit. Gary made me do it and I netted over $600,000!"

Case closed.

Peace.

THE GARY HALBERT LETTER
423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Monday, 7:32 a.m.
September 30, 1991

Dear Friend & Subscriber,

We've got a terrible recession on our hands.

The politicians are lying about it and the media is too blind to see it. However, consumers know. They know it in their guts and they're running scared. They're tightening up the purse strings like a pit bull with lockjaw. Almost every person I know says business is down. Way down. In my case, I've got direct mail promos and space ads that, a short time ago were working like crazy. But now, they're just limping along and sometimes, even losing money.

Most of the time, this is a very positive "pump up" kind of newsletter bubbling over with enthusiasm and a "you can do it" attitude. I don't intend to change that. Also, this letter usually gives very specific instructions on how to create tricky and profitable "marketing miracles." I don't intend to change that either. But, in this issue, because of the economic situation in the U.S., I simply want to give you a guide to some things to think about. Things that can give you an "edge" during today's tough times. So, get yourself a cold drink, settle down in a comfy chair and tell the folks around you not to disturb you so you can peruse...

GURU GARY'S GUIDE TO THINGS TO THINK ABOUT WHEN TIMES GET TOUGH!

Thing #1: Think About Quitting!

I was teaching at a Jay Abraham seminar when a certain man and his partners came to the stage for their "hot seat." They were in the business of building and selling single-family homes in a suburban town on the outskirts of Chicago. Unfortunately, Sears was the biggest employer in the town and Sears was pulling out. Therefore, 70% of all homes in that town were up for sale and there were no buyers. I told these people... their game was over. They had to go into another business or move their existing business to another city.

They left the seminar. They said they didn't travel 2,000 miles and pay thousands of dollars to hear some dork tell them it was time to fold their tents.

They were stupid. Look, part of the wisdom you get from experience is knowing when to quit, knowing when something has run its course and is finished. Failure to recognize this can be very costly. Think about the

(go to page 2)

so-called "farm problem" in the U.S. You know what the "farm problem" really is? It's simply we don't need so many farmers anymore. The big farms are so productive and so efficient the little farms aren't needed. "But we want to preserve our way of life," cry the small farm owners. "We've got our pride," they say.

Pride? What kind of human being takes pride in insisting we pay him for not producing?

Preserve a way of life? One that's not viable anymore? Well hey, what about all those buggy whip manufacturers driven out of business by the auto* mobile? Should we have subsidized them? What about all those typewriter repairmen who, because of PC's and word processors, don't have any typewriters to repair anymore? Should we subsidize them too? So they can preserve "their way of life"? To put a twist on what philosopher Yogi Berra used to say, Guru Gary says...

When It's Over, It's Over!

Sure it's hard. I know that. But when a love affair has gone irretrievably bad, when a business is no longer viable, when your space ads and direct mail letters stop working then... think about quitting, cutting your losses and getting into another game.

Imagine an albino dwarf who desires to play pro basketball. Imagine Tony Robbins, Zig Ziglar, Norman Vincent Peale and every other preacher of positive thinking giving him encouragement. "Think positive!" they shout. "Never give up!" "You can do it!" "Handicaps are nothing but opportunities in disguise!" Etc.

And so, for 20 years, this poor little guy shoots baskets for 10 hours per day and then... he goes to try out for an NBA team. And guess what? He makes it! Because...

They Use Him For The Ball!

Forgive me. I mean no disrespect but, if you're only 2-1/2 feet tall, you're never going to play pro basketball. So... why not channel all that energy into something viable? Like going to Hollywood, starring in Disney movies and sleeping with beautiful starlets.

By the way, did you know lots of women are utterly fascinated by dwarfs and midgets and sleep with them just out of curiosity? I'm not making this up. It's true.

So ask yourself, would you rather be slammed around on a hardwood floor by huge black men... or... would you rather be having sex with beautiful starlets?

Look, in spite of this bizarre example, I'm trying to make a serious point here. Has your business failed to make a profit for a long time? If so, maybe it's not viable anymore. Maybe it never was. Maybe it's time to close up shop and go on to something else. Think about it. That's all I'm saying...

Think about it.

(go to page 3)

Thing #2: Think About Hiring A Good Private Detective Before You Make Your Next Serious Move!

I use private detectives quite a lot. You should too. Often, they can save you years of grief. Are you about to do a business deal with a guy with a great image who is really a bum? Is that key employee you're about to hire a flat-out criminal on parole for embezzling millions from his last ten employers? Is your most critical supplier about to go bankrupt and leave you no way of filling thousands of orders? Is that "Prince of a Guy" or "Peach of a Gal" you're about to marry a con artist or golddigger with a past shadier than Karen Redpath's? Are you thinking of flying 3,000 miles, spending several thousand fungolas and wasting a week of your time to have a business meeting with people who are nothing but a bunch of flakes?

Slow down a minute. Sometimes a P.I. can do a simple routine check that only takes a day or so and uncover some odious, unpleasant facts you'd never know about without his help. And sometimes (often) he'll simply discover the person or company being checked out is totally "OK" and then... won't it be nice to have one less big thing to worry about?

The problem though, is... most P.I.'s are like most copywriters: Incompetent. A case in point: There's a guy here in Florida with whom I have some unfinished business. So, I hired a local P.I. firm (located in the same town as the worm in question) and what they dug up for me was practically nothing. Then, one day, I get a call from a guy who says he's a P.I. and also a subscriber and a fan of mine. He says he'd like to spend a day with me and could he do anything to "credentialize" himself before he comes down. So, I gave him the creep's name I wanted checked out and... BINGO! In just a few days, this guy (from Mississippi!) gave me a full report on the scumbag in question including facts I'm sure even Scum's mother doesn't know about him.

Call this detective. His name is **Mike Enlow** and his number is **(601) 783-6037**. If you've currently got a problem, think about hiring him to get info for you. If not, call him anyway and order his book. It reveals how you can find out all kinds of stuff about people all by yourself. I forget what he charges for it (I think it's somewhere between $19.00 and $39.00) but, whatever it is, it's well worth the money and you'll get to know the best P.I. I've ever met.

Who knows? This guy just might save your butt someday.

Think about it.

Thing #3: Think About Starting Your Own Research And Development Department!

Nearly all big companies have an R&D department. IBM has one. So does Firestone Rubber Company (I used to work in Firestone's R&D dept.), Dow Chemical, DuPont and hundreds of others. You should have one too... even if you're a one man operation!

Listen up: I bet you have plenty of problems vexing you right now that... other people have already figured out how to solve! Why should you be trying to blaze a new trail when the road has already been paved?

How much time and money will it cost you to start your own R&D department? I hope you're not put off by this but... how about one day per month and $10.00 or $20.00? Let's say you own a flower shop and you want to sell more

(go to page 4)

flowers. If you'll give up just one lousy day per month, you could use that time to get about 100 out-of-town newspapers and go through them looking for ads placed by other people selling flowers. You could also go to a large public library and finger walk your way through the Yellow Pages of maybe 100 out-of-town phone books and read all the ads appearing under "florists."

What you are looking for are ideas, marketing strategies, headlines, concepts, etc. which can be transplanted to your business in your home town.

Think about it. Just one idea per year from this kind of low-tech R&D could have a truly profound impact on your bottom-line.

Also, if you're looking for a new business idea, this is a good way to find one. A few days ago, in the Key West Citizen, I found a doozy. Check out this ad:

What a great idea! Here's a way Paulette and I can sit home and have supper delivered and not have to settle for pizza. We can get anything we want. I don't know who came up with this idea but I love it. And think about how slick it is. All you really need is a telephone and some part-time minimum wage employees. To get going, you simply make deals with all the good restaurants in your town by offering to give them a lot of business providing you can buy their food at a substantial discount. Then, when someone calls in an order to you, you make money on the food plus you make even more bucks by tacking on a delivery charge.

This deal gives you all the benefits of owning a restaurant (actually of owning 50 restaurants) without any of the overhead.

By the way, do you remember the name, **Rick Neiswonger**? He's the guy who stole the show at my "Seminar Of The Century." Rick is one of the most astute and energetic businessmen I've ever met and he's looking for something new to promote. Not a product necessarily, but some sort of money-making system. Say, for example, you've found an automatic way to make X number of dollars every time someone has a baby in your town. OK, what Rick can do is, take your system, refine it... and then, market that system to other people in other cities who have money and energy but no place to channel those assets. Do you have such a deal? Some sort of proven system that almost can't fail if only someone will follow your recipe? If so, call Rick and perhaps you'll both make a bundle. His number is **(800) 622-2940**.

Anyhow, getting back to R&D, I believe, if you are not using at least 5% of your time and money to "treasure hunt" for new ideas, you are truly missing the boat. Do your R&D systematically and religiously. Give it some priority. Read newsletters, books, newspapers and magazines. Buy or rent appropriate audio and video tapes and audit them every month. Systematically acquire and peruse other people's space ads and direct mail promos.

Have some fun with this. Don't do it in a competitive, goal-oriented way.

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But do it. And remember, if this kind of low-tech R&D only uncovers one killer idea, it might make a life or death difference to your business.

Think about it.

Thing #4: Think About Looking For "Set-Ups" Instead Of Challenges!

I always know I'm talking to a lightweight when someone tells me they get off on the "challenge" of trying to achieve something. Are you kidding? In business today, it's an incredible challenge just to survive! You know, every so often, I get a call from someone who doesn't know me and they say something like this: "Gary, we hear you've got one of the best marketing minds on the planet and we've got something you can really sink your teeth into. Something that's a great challenge. See, we manufacture little, portable refrigerators and we want you to market them to Eskimos. The way we figure, when we can say we've got a 'fridge so different even Eskimos buy it, then everybody else will stand in line to get one. Doesn't that sound exciting?"

"Oh boy!" I say while jumping up and down. "That's just what I need... another challenge! Hey, you've really come to the right guy. By golly, I was just thinking: Here I am responding to the challenges of trying to put my kids through college, supporting my mother, sending money to my ex-wife, meeting a hefty payroll, paying all my rents, scraping up enough to pay taxes, dealing with petty bureaucrats, trying to write a state-of-the-art newsletter every month, keeping fit so I don't have more health problems, trying to figure out new ways to promote my own products, trying to figure out why my last promo didn't work, meeting 16 deadlines every day and... and... and...

"Oh God Am I Happy You've Brought Me Another 'Challenge'! Yahoo!"

BULL... SHIT! American business owners need another "challenge" about as much as Warren Beatty needs help getting dates. What we need are "set-ups," lay-down hands, deals that can't hardly miss even if everything goes wrong. (As it always does.)

I wanna sell heroin to junkies. Fudge bars that make you skinny to porkers. Porno videos to Pee Wee Herman. Travel luggage to President Bush. Memory pills to Ronald Reagan. Kitty Kelley dart boards to Nancy Reagan. Condoms to Geraldo Rivera. (Did you read his new book? Whew!) Booze to Ted Kennedy. I.Q. pills to Dan Quayle, etc... etc... etc.

Are you getting the idea? I don't want (and certainly don't need) another "challenge." No... I WANT IT TO BE EASY!

Here's my idea of an acceptable marketing "challenge": Someone comes to me and says he's got this new diet pill that burns off 1-1/2 pounds of fat per day no matter what or how much you eat. Not only that, he's got proof in the form of double-blind studies. Plus, he's got FDA approval stating his pill really does live up to all his claims. Plus, he's got hundreds of testimonials from satisfied users who've given him permission to use them along with their extremely dramatic before and after photos. Plus, he's got ten M.D.'s who rave about his product. Plus, he's got Liz Taylor to endorse his product and she's agreed to sign any ad I write. Plus, Eric Weinstein has uncovered a

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list of 10,000,000 virgin porkers who've never been sent a diet product direct mail piece.

Now, that's Gary C. Halbert's idea of a desirable marketing "challenge!"

What I'm saying here is, it's hard enough to make something work even when you've got everything going for it... let alone trying to make some "challenge" work that's got two strikes against it before you even get started.

Don't look for marketing challenges. Instead, look for marketing "set-ups." Ditto when you're looking for a business to buy. You don't want something with "potential," you want something that's proven. The best kind of business to buy is one that's limping along but making a small profit despite the owners doing vapid marketing or... better yet... no marketing at all. Here's an example of such a business: As you may know, I have a "hideout" office and apartment in the town of Marathon about 47 miles up the road from my Key West office. This is where I escape to do my writing and thinking. My little office and apartment are located in a marina and, this marina is up for sale. The owners are great people but they know as much about marketing as a wart hog does about table manners. Namely: Doodley squat.

Even so, this marina is still a bustling business in spite of the owners... not doing any kind of marketing at all!

You should see this place! It's centrally located on six (6) acres smack in the heart of the Florida Keys just off U.S. Highway 1 and only a stone's throw north of the world-famous Seven Mile Bridge. It offers immediate access to the Atlantic Ocean, the Gulf Stream, plus Florida Bay and the Gulf of Mexico. It has 80 boat slips complete with plug-ins for electric, TV and phone service. It's got two shower and washroom facilities, two 1-bedroom apartments (one is mine), an administrative building, an additional retail building, a new heavy duty 20,000 pound marine forklift, a new 50 ton travel lift, a dockside bar and restaurant with 10 extra boat slips for cruise-in patrons and...

A Resident Marketing Genius Who Would Create A Free Killer Advertising Campaign For The Right Buyer!

Considering all this, even the asking price ($3,900,000) for this place is breathtakingly low. Actually, it's less than what many single-family homes sell for in the plusher sections of L.A. and Beverly Hills.

Now, for someone into real estate deals, this is what I call a "set-up." Lordy, Lordy... with all this place has going for it and me doing the marketing, it's easily possible this marina could be booked solid for years in advance. Plus, the restaurant and bar could always be packed and the "add-on" sales which... they don't even go after now... could be stupendous!

Does something like this interest you? If so, call **Gene or Shirley Culmer** (the owners) at **(305) 743-6575** and tell them you read my write-up about their marina, ask for further details and...

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Ask Them To Send You An Aerial Photo Of This Place!

It'll knock your eyes out. I promise.

And why would I do free marketing for the new owner? Simply to make sure I'll never lose my little apartment and office.

"Set-ups," "set-ups," "set-ups." Look for them and forget about "challenges."

Think about it.

Thing #5: Think About Downsizing Your Life!

Grandiosity bankrupts. It creates enormous stress. Do you really need to be the biggest? Or the best? Do you really need that drop-dead office? Do you honestly believe anyone cares you've got the highest grossing widget company in America? Listen to me: TIME is the irretrievable, irreplaceable element and... YOU ARE RUNNING OUT! Face it: You had a short time left on this earth the very moment you were born. The truth is, from a cosmic point of view, all of us are going to be gone in the blink of an eye. Are you going to waste 25% of your most precious commodity staring into a computer screen? Trying to beat last years sales record? (Who cares?) Struggling to make the mortgage on that condo in Aspen you only visit twice a year? Sweating bullets so you can wear a Rolex?

Check this out: I've got both a solid gold $12,000 Rolex President and a $99.00 el cheapo Soviet "KGB" type watch made by Gruen. I love my Soviet "KGB" watch. First, it's easy to read. It's got a plain white face with big black numbers and black hands. It's got a comfy leather band and... you can unscrew the cap over the knob you use to set the time and there's a little secret recessed place wherein you can hide a suicide pill. Since I tend to lose things, so far, I've bought three of these dudes (the watches not the suicide pills) and, if I lose the one I'm wearing, shelling out another $99.00 smackers won't be particularly painful.

Oh, I almost forgot... this watch comes in a tin box like they sell caviar in and this box is just right to put on your dresser to hold spare change and stuff.

Now, let's talk about that $12,000 Rolex. The face of the watch has Roman numerals instead of good old American numbers. Actually, all these little marks are so small, the window you look in to find out the date has a magnifying glass over it! (I can't set the date anyway.) Now, since the hands and face of the watch are both gold and the numerals are so small... you need the eyesight of an eagle to read this sucker.

What makes all this so ironic is, except for dope dealers and corrupt presidents of S&L's, hardly anyone can afford one of these "quality" timepieces until they're over 50 and their eyesight is shot to hell.

And, since this thing is a self-winding mechanical jobbie, it punishes you if you don't wear it for a day by ceasing to function. Plus, it costs a fortune to repair. I was with Ted Thomas at a TV shoot last year and he told me it cost him $1,600 just to have the clasp repaired on his. A couple weeks ago, my wind-up knob fell off (it just fell off!) in a motel room in Ohio and,

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if the maids hadn't found it, I might've had to skip a few meals to get it replaced. Best of all...

**This Watch Can Get
You Murdered!**

We now have specialist crooks here in Florida called "Rolex Bandits" who are likely, if they catch you wearing this extravagance... to cut your hand off to get it!

But it really is a great watch. It has dramatically increased my quality of life. No doubt about it. By spending 120 times more than I paid for my "KGB" special, I've got a timepiece that's impossible to read, stops when you don't wear it, costs a fortune when pieces fall off and, is a magnet for vicious criminals.

The moral? Simply this:

**Maybe Downsizing Your Life
Will Upsize The Quality Of Same!**

Maybe... just maybe... this "downsizing" will have as little genuine relevance as my solid gold Rolex has in comparison to my ticky-tacky $99.00 "KGB" mail order special.

Think about it.

Thing #6: Think About Kimberly Bergalis!

Kimberly Bergalis has become the benchmark against which I measure my "tough" life. I think about her whenever my row seems too hard to hoe. Whenever life seems unfair or too difficult. Kimberly is a beautiful young Florida girl (in her early 20's) who is dying of AIDS contracted from her dentist. The powers that be tried to smear her but, guess what? Not only is she not a drug user, she's never even had sex. She's a virgin. A beautiful, young, clean-living virgin who is going to die without ever getting her shot at life. Compared to Kimberly Bergalis, my troubles and, I suspect yours...

Don't Amount To A Hill Of Beans!

Think about it.

Sincerely,

Gary C. Halbert
President, KGB PR Dept.

P.S. I know... I know. Not everyone appreciates these "think pieces" but, damn it, sometimes we all need to back off a bit and reflect a little on just what the hell it is we're trying to achieve. And besides, next month, I'm going to reveal a very tricky, very specific, step-by-step new way for you to make some serious loot.

Don't miss that issue.

Peace.

THE GARY HALBERT LETTER
423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Tuesday, 7:50 a.m.
November 19, 1991

Dear Friend & Subscriber,

Black Friday.

It's coming. The United States is about to experience a financial panic the likes of which hasn't been seen since 1929. This panic will begin a few days after you read this letter. It will start at approximately 6:00 p.m. on Friday, November 29th and it is going to spread like wildfire throughout every sector of our economy.

Why then? Because November 29th is the day after Thanksgiving and by far, the biggest shopping day of the year. For many retailers, it is literally a "make-it-or-break-it" day which reveals with great certainty whether they're going to end the year in the red or the black. As a rule, if a retailer doesn't do well on the day after Thanksgiving, he doesn't even have a chance during the rest of the year.

And this year, my friend, consumers are not going to spend. In fact, they're already not spending. However, right now, there is still "hope" on the part of business owners. But, that hope is going to completely evaporate on the 29th. Watch the news that evening. Pay close attention. What you're going to hear, I believe, are the first shrieks of a terrified nation suddenly aware everything is not going to be OK. At 6:00 p.m. the news reports will start to come in: **"Christmas Spending Lowest In 15 Years," "Retailers Frantically Discount Prices In Desperate Attempt To Boost Sales."** Etc.

Only the fittest are going to survive. I'm talking about those who are debt-free, sales-minded and who have marketing savvy. Nearly all weak members of the herd are about to be thinned out. And, in February, 1992...

You're Not Going To Believe What's Going To Happen To Real Estate Prices And The Banking Industry!

I do not say all this to alarm you. Because, if I have anything to do with it... you are going to survive this economic depression and... you are going to survive it well. To do this though, you're going to have to change your thinking on a few things. It is not going to be

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business as usual. The first thing you've got to do is stop driving down dead-end streets. You've got to start identifying with laser-like accuracy those areas where you'll get the highest possible return for all expenditures of time, energy and money. You've got to ruthlessly cut out all the dead wood in your business associates, marketing endeavors and even your friends. On the other hand, you've got to double and redouble your efforts in those core areas within your business and personal life which deliver huge psychic and financial payloads. Businesswise, what this means in a nutshell is... you've got to pay more attention to your customers and, you've got to be much sharper when it comes to spending money on prospects. What would be a very good idea for you is...

Stop Trying To Do Business With Strangers!

It's too expensive. Especially in an economic slump as severe as this one. Metaphorically speaking, you've got to eliminate most of the "wining-and-dining" costs of doing business with someone who doesn't know you. During a recession, "nurturing" is too expensive, too uncertain to yield a payoff. Dwindling cash reserves need to be used to go after more certain targets, ones with a higher-percentage chance of a payoff.

But... nurturing is not only necessary, it's crucial. How then, do we take a person through the nurturing process and lead him by the hand from being a "suspect" to becoming a prospect and finally, a customer... without prohibitively expensive financial foreplay?

There is a way, sweetie pie... there is a way.

One way is to only approach suspects and prospects after they've been wined and dined... by somebody else!

Hark unto me. Have you ever bothered to get a letter of introduction from your banker? Hah, I thought not. But, let's say you're going to Europe and you want to do some business there with people you've never met. How do you impress them and impress them fast? How can you prove to them you're trustworthy, loyal, honest, friendly and helpful?

No, no, no... no. You don't do it by joining the Boy Scouts, you dummy. (I didn't mean that; I know you're not a dummy.) You do it by getting a letter from your banker that says something like this:

To Whom It May Concern,

My name is Edmund James Carrington and I am Senior Vice President of North Atlantic Bank & Guaranty. I wish to certify that James L. Buckwheat has been a customer of our bank for some 15 years and he has always conducted his business affairs with us in an exemplary manner. Mr. Buckwheat has several accounts with us and normally retains a balance in

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the high six figures and he enjoys a credit line of $900,000.00.

I would appreciate it if everyone to whom he presents this letter would treat him with respect and seriousness and I will be honored to vouch for his reliability and integrity should you care to phone me during normal business hours at the number appearing in the letterhead above.

Etc., etc., etc.

A letter like this is a door-opener, an ice-breaker, a credentialing device and an excellent example of financial foreplay. Now, let's take a deviation of this core concept and see if we can't multiply its reach and effectiveness and... do it in a way that produces sales. What I'm about to discuss here is not a new concept. It's one that has been articulated brilliantly by Jay Abraham and others. But, what I want to do is give this concept a new emphasis because I think it is an invaluable tool for recessionary times.

What I'm talking about is... endorsed marketing.

Pretend for the moment you've got something you want to sell by direct mail. Let's say it's some sort of paper and ink info package (the utopian product) and you want to send your direct mail letters to a list of rented names. The problem here, the big hurdle you've got to overcome is... you are a stranger to these people.

But guess who isn't? Yea verily, you got it right on the first try. The answer, of course, is... the person who owns the list. Assume for the moment we're talking about a list of people who've purchased a book on how to build a consulting business. And let's say your product is a book on how to be a more effective public speaker. In that case, a utopian situation would be to have the list owner write a letter that begins like this:

Dear Friend,

Some time ago, you purchased my book called, "How To Make $100,000 Per Year In Your Own Consulting Business."

Since then, I've received hundreds of letters from people who say my book has helped them tremendously. Often, these people encourage me to write another book specifically, this time, on the subject of public speaking. Well, maybe I will... someday. Right now, however, I'm just too darn busy with my own consulting business to write any more books.

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But, I've got good news. A friend of mine has just finished a book on public speaking and it's a doozy. Let me tell you about it.

Etc., etc., etc.

Obviously, a sales letter like this, coming from someone who is not a stranger, someone with whom the recipient has already done business will have much more impact than a similar letter from an unknown person. (Namely you.)

There are two vital ingredients that must be present for this idea to work:

1. The letter must be written to satisfied customers. If, in the above example, the consulting book was a piece of garbage... well, in that case, the author's endorsement will make your sales decline.

2. There must be a "fit." In other words, a guy who sells apples could effectively endorse another guy who sells peaches but... he wouldn't be so effective endorsing the sale of computer modems.

Here are some good "fits": A lawyer sends a letter recommending an accountant. And, vice versa. A baker recommends a particular butcher. (After all, good bread is only half the makings of a good sandwich.) A seller of golf clubs could recommend a golf book. A fitness consultant could endorse organic foods. And so on.

Put your thinking cap on. Isn't there someone you'd love to have endorse you? If you're a copywriter, wouldn't you like to have Guru Gary tell the world you're good? If you sell real estate, wouldn't you like to get an endorsement from the mayor of your town? (Don't scoff. This is very possible.) If you sell cars, wouldn't it be neat to have your pitch letters written by a guy who sells car insurance?! (Hoo haa, that's a good one, ain't it?)

Whatever. I'm sure you get the idea.

Also, a cousin to this idea is to have a celebrity endorse whatever it is you're selling. There are plenty of them available from $3,500 to $15,000. I've been touting the idea of using celebs for a long time now and, it's a shame more people don't use them. Takes them out of their comfort zone, I guess.

Anyhow, if you're not using a celebrity, maybe now would be a good time for you to rethink this matter. You see, it's not only what is said, it's who says it. Let's face it, to most of the world, you and I are strangers and therefore, what we say is highly suspect. You and I

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could preach safe sex till the cows come home without much effect. So could the surgeon general. But...

It's A Different Ball Game
When Magic Johnson Delivers
The Message, Isn't It?

You see, Magic is not a stranger... even to people who have never met him. To many people, a warm celebrity like Magic is more real to them than even members of their immediate families.

Now, why would someone be willing to endorse what you're selling? There are a number of reasons. (A) Maybe because you pay for the endorsement. (B) Maybe because, in turn, you'll endorse him. (C) Maybe he'll do it for free because you've served him well. (D) Maybe he'll do it because you offered him a bribe to do it. (E) Maybe he'll do it because you offer to solve a problem for him. Etc.

Let's take a hypothetical example. Let's say you're an extremely good-looking but sometimes abrasive kind of guy who writes a newsletter on... oh, let's say marketing. And, in this hypothetical example, let's say you're the kind of guy who insists on writing the truth... even though truth sometimes offends other people and makes you look foolish.

Let's further say, you've discovered few people are indifferent to your newsletter; they either love it or hate it. Let's say you've found that mostly, the people who hate it are small-minded losers with no sense of humor and... those who love it are secure personalities who are unintimidated by your tongue-in-cheek obnoxiousness and, who consider you a toothless tiger whose growlings they find faintly amusing.

Now, wouldn't it be a good idea to get that last group of people to recommend your newsletter to their friends and associates?

Hmn? Maybe it would? Maybe you could get them to do it by solving a problem for them? What problem? How about the problem of what to give their friends and associates for Christmas? Maybe you could send all your subscribers ten gift certificates that would entitle the recipient to a six-month free trial subscription to your newsletter?

Hey, that's a neat idea. Look, let's say, in this hypothetical case, a subscription to your newsletter costs $195.00 per year and thus... you'd be making it possible for your subscribers to give people Christmas gifts worth nearly $100.00 in hard dollars and maybe worth a fortune if given to someone who will actually use the ideas in the newsletter.

And... your subscribers could do all this with no cost whatsoever except for the pocket change necessary to buy a few stamps.

Hmn? Maybe in addition to solving this Christmas gift problem for your subs, you could sweeten the deal with some sort of bribe? What if, for example, you had recently obtained access to a long-lost book written by one of the giants in advertising? In fact, written by the man who

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first defined advertising as "salesmanship-in-print" and, who had things to say in this book which...

Even Though It Was Written
In 1905 Is Still Worth
Its Weight In Gold!

The book I'm talking about was written by John E. Kennedy who had "salesmanship-in-print" all figured out... even before Claude Hopkins. You need to read this book! It is a treasure!

And, in our hypothetical example, you could get it free.

Here's the way this deal could work. Let's say you, as the newsletter publisher... aw nuts, I better fess up. The guy I'm talking about is me. But, boy oh boy, I sure had you fooled there for awhile, didn't I? OK, back to the deal: Inside the sealed envelope enclosed with this letter are 10 gift certificates good for a six-month trial subscription to this newsletter. What you do (I hope) is, you give out these certificates as Christmas gifts to your friends and associates. All they have to do is send the certificates to me and...

(1) I will immediately send them a welcome letter praising you for your generosity and sagaciousness. (I don't know what that means either) and...

(2) I'll also send them seven back issues of my newsletter carefully chosen to "get-them-up-to-speed" as quickly as possible and...

(3) I'll send them current issues of my newsletter from January, 1992 through June, 1992 and...

(4) I'll send you a copy of the aforementioned book which...

I Guarantee You're Going
To Love Plus...

(5) I'll extend your subscription for a full six months free of charge.

What's that? Do I hear some of you saying you're Lifetime Subscribers to this letter and you're not turned on by a six-month extension because, once you're in the grave, you're planning to take a break from reading?

Not to worry. In your case, not only will I send you that precious 86 year old book written by John E. Kennedy... I'll also send you another gift... even more valuable! I'm not going to tell you what it is because...

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I Want It To Be The Best
Surprise Under Your Christmas Tree!

Whatever. In any case, the ideal way to send out these gift certificates is with an explanatory letter which, in your own words, tells the recipient something about my newsletter which will make him realize its value. Far be it from me to put words in your mouth but, here's the kind of letter I'd write if I were you:

December 10, 1991

John Everett
123 Elm Street
Massillon, OH 44646

Dear John,

This Christmas I've decided to give you a very special gift.

What I'm sending you is a gift certificate for a six-month subscription to the world-famous Gary Halbert Letter. This newsletter is probably the most useful and real money-making publication in print. Every month, Gary reveals ingenious new ways to market goods and services that, it would seem, nobody else knows about. This guy covers it all: direct mail letters, display advertising, 900 numbers, TV commercials, TV infomercials, radio, telephone sales and so on.

How good is The Gary Halbert Letter? Well, it goes to subscribers in all 50 states plus 14 countries outside the U.S. and, believe it or not...

A Huge Percentage Of Gary's
Subscribers Go On To Become
Lifetime Subscribers Even Though
It Costs $2,855 To Do So!

And, as you know John, people don't shell out that kind of money unless they are truly impressed. The point is, this guy Halbert is good... in fact, maybe the best at what he does. Actually, it's dangerous to read his letter if you want to get a good night's sleep. The reason? Simply because he sets your mind on fire every issue with new ideas, new insights, new strategies and new concepts that are so mind-boggling they are almost sure to cause insanity (oops, I meant insomnia).

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But Gary isn't everybody's cup of tea. His newsletter is only enjoyed by <u>winners</u> with an adult sense of humor.

That's why I thought of you.

Sincerely,

X (your name goes here)

Anyway, all you've got to do is send me a list of the names, addresses and phone numbers of the 10 people to whom you gave out the gift certificates and I'll get that long-lost book by John E. Kennedy into the mail to you right away. Plus, if you're a "Lifer," you'll find something <u>extra special</u> under your tree this year.

Sincerely,

Gary J. Halbert
"Sub-Tropic Santa"

P.S. I want to say something on a serious note: I'm trying to do several things with this issue. (1) I'm trying to do something nice for you and the people on your Christmas gift list. (2) I'm trying to do something that will <u>eventually</u> turn out nice for me and (3) I'm trying to <u>teach</u> you something. Namely: More than ever, it is now time to treat your customers like <u>gold</u>. Do unto them as I'm doing unto you. In other words...

Give! Give! Give! Give!

Maybe this philosophy won't produce immediate profits for you but, somewhere down the line, you'll get yours because... what goes around comes around. And besides... <u>it feels good</u> to do something nice for people... especially when they're not expecting it.

One more thing: I would very much appreciate it if you'd only give these gift certificates to people who are actually likely to use and profit from the info in my newsletters. I don't want readers who are mere voyeurs... I want more readers like <u>you</u>!

One more one more thing: Recently (on October 16, 1991) I sent a letter to all my subscribers telling them how they could become a personal client of mine. For some reason, some people say they didn't get this letter. I don't know why; maybe there was a mix-up in our mailroom or something. Anyway, if you didn't get this letter (the first sentence said, "This is <u>not</u> another issue of my newsletter.") and you'd like to read it, give us a call at **(305) 294-8425**.

Peace.

THE GARY HALBERT LETTER

PHONE
(305) 294-8425

423 FRONT STREET
SECOND FLOOR
KEY WEST, FL 33040

FAX
(305) 296-2296

From:
Key West, Florida
Monday, 12:26 p.m.
December 30, 1991

Dear Friend & Subscriber,

Do you have dem ol' low-down, Kosmic Kristmas Blues? Well, cheer up 'cause, here's Uncle Gary with a special holiday message for you. I want you all to remember this...

It Always Looks Darkest Just
Before Everything Goes Totally Black!

There now. Didn't that clear things up a bit for you? What's that? You say you get all the "gloom and doom" you need from your newspaper and TV and one of the reasons you read this letter is to get a "lift" and not the same old depressing crap you get from everywhere else?

Yeah, yeah... I get your drift. I know you're hungry for something more upbeat than the daily ration of shit you're being fed by the mainstream media. Me too. So, this month we're going to discuss something that can give you enormous personal and financial rewards. This is a subject many of my subscribers have been urging me to write about for a long time. It's something many of you should be doing already and many more of you should at least be considering. So, without further ado, here is Guru Gary's guide to...

HOW TO PUBLISH A NEWSLETTER!

First off, don't you be too hasty in deciding you should not be publishing a newsletter. Maybe you should. Please keep an open mind at least long enough to finish reading what I've got to say here. And then, even if you remain convinced newsletter publishing is not for you, I'll bet you'll still find some ideas herein that'll have value for you.

A newsletter can bring you fame, fortune, prestige and immense personal satisfaction. Unfortunately, it can also publicize your lunacy, stupidity and incompetence. Therefore, **Rule #1** for all you would-be newsletter publishers is...

Do Not Publish A Newsletter
Unless You Are A Real Expert
On What You Are Writing About!

If you fail to heed this admonition, all you're going to do is "illuminate your ignorance." Don't count on your ability to fake it. If you're a phony, the players, the real players are going to find you out in a flash. How do you tell if you're a real expert on your subject... expert enough to ask people to pay for your expertise? My friend, if you even have to ask that question... if you have any

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doubts at all about your expertise... then, you definitely should not be thinking about publishing a newsletter.

And remember this: Only dummies rate their experts by their credentials. A man with a marketing degree is not necessarily a marketing expert. By the same token, a person can have captured hundreds of "industry awards" and still be almost totally incompetent. (I've never won a marketing award in my life. Neither did Joe Karbo. I bet Gary Bencievenga hasn't either.) You see, people who can do it (whatever "it" happens to be) are almost always too busy doing it to bother entering contests that are judged by people who should be incarcerated for incompetence instead of judging work they don't understand. Actually, there's only one question that needs to be answered to reveal whether or not someone is a real expert in any field (at least any field in business) and that question is...

Does That "Expert" Make A Lot Of Money Doing What He Says He Is Qualified To Teach Others?

One of my pet peeves is people who ask my help in raising money they can use to advertise a manual or report that will supposedly reveal a "can't-fail" money-making scheme. Hell, if their scheme is so "can't-fail", why don't they use it themselves and thus eliminate the need for outside financing? Mind you, I'm not talking about people who want financing to expand a proven winner; that's legitimate. What I'm talking about are all those jerks who want to sell unproven ideas they themselves have never used to turn a profit.

However, I can testify that many of my readers truly are legitimate experts in their respective fields and so, let's go on to **Rule #2**...

Don't Hold Back; Reveal Everything You Know!

A good friend of mine recently decided to publish a newsletter and he told me this: "Gary, my newsletter is going to give good info but I'm not going to reveal the really juicy stuff. That way, I'm hoping a lot of my readers will become clients."

WRONG! WRONG! WRONG! WRONG!

If you decide to publish a newsletter, you should give everything you've got. I do. The only marketing secrets I don't share with you in this newsletter are those that are the proprietary concepts of my clients. That would be unfair. It wouldn't be right. I figure, if a guy has spent thousands of dollars and hundreds of hours developing a unique concept and then hires me, it isn't right I blab his secrets to the world.

But that's very rare and, as far as I'm concerned, the only exception as to what I won't share with you. Aside from this type of situation, I try to let you in on everything I know. Let me tell you something I've learned about newsletter subscribers: First, they are nearly always the sharpest people in their fields. Most everyone else in the market for information wants a "magic bullet." Therefore, about the only thing they'll buy is a book, report or cassette that promises an instant and total solution to their problems.

Mostly, newsletter subscribers are far too intelligent to even fantasize about such a non-existent product. They realize there simply is no "final solution" to their business concerns and they're happy to plug into a stream of valid ideas they

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can twist and modify to their own needs. They also realize the cost of written wisdom is always cheaper than the cost of painful lessons learned on one's own.

I've found newsletter subscribers fall into three main categories. The first is "Information Junkies." These are people who love the world of ideas and are insatiable in their quest for knowledge. Their curiosity knows no bounds. They may or may not ever use the info they acquire but they love collecting wisdom. There is nothing wrong with this. If you've got to be addicted to something, it may as well be truth and wisdom. After all, you never know when you will use it and, as far as those commodities are concerned, it's far better to have 1,000 times too much than just a tiny bit too little.

It's like taking your money out of a bank that's going to collapse: It's far better to take it out a year too early than one day too late.

The second group of newsletter subscribers are those who read your letter because they are players who actually and consistently will use the info you give them. These are the sharpest cookies of all and they realize... just one good idea a year... they can actually use in their business is... likely to pay the cost of subscribing to your letter a thousand times over.

The third group are those people who'll read your letter to see if you know what you're doing. These are people who, if convinced you're a real expert, are likely to hire you and become lifelong clients. But you do not... I repeat, you do not impress these people by holding back, by just giving enough to tantalize and tease them.

If you want to sell these people, you've got to tell them everything you know. And don't worry about doing this. The smart people, the ones you really want as clients aren't looking to save money, they're looking to buy solutions. So, if you decide to publish a newsletter...

GIVE! GIVE! GIVE! GIVE!

Besides the financial rewards, it'll make you feel like... A PRINCE!

Now, let's explore some very practical considerations such as... "What should I name my newsletter?" That's easy. Just follow Guru Gary's **Rule #3** which is...

Always Use Your Name In
The Title Of Your Newsletter!

When people shell out for a newsletter, they want a "name brand". They want someone who has definite opinions, a distinct and unique personality and most of all, someone who values his reputation so much he puts his name on the line with every issue he publishes. They may not agree with everything you have to say but at least they'll respect you as a stand-up guy.

Not only that, if you do a good job, if you truly serve your customers well, your name will eventually acquire a certain commercial value. You know, I've thought a lot about fame and I think it would be just awful to have a face as recognizable as Johnny Carson's. I can remember trucking around with Ernest Borgnine and he couldn't even walk through a department store in the Galleria in Sherman Oaks, California without being bothered by people who recognized him.

On the other hand, there is a certain type of utilitarian value in having people recognize your name. I've found I can "get through" on the phone to many more prominent people than before I started publishing this newsletter. Also, I'm

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treated with more respect, more importance. What I'm saying is, "author-type" fame can be very rewarding and satisfactory but that crap where people recognize you on a plane can truly suck.

So, name your newsletter **"The John Buckwheat Letter"** or maybe **"The John Buckwheat Real Estate Letter"** or whatever. Use Your Name!

Another practical consideration: What should you charge? Since most of you reading this will most likely be thinking about a business-related newsletter, I think $95.00 per year is an excellent price. Brian Smith, a man for whom I have enormous respect (and, a very successful newsletter publisher) says my newsletter is priced wrong. I'm convinced he's right. If I had to do it all over again, I'd price my letter either a lot higher or a lot lower. Probably, I'd drop down to $95.00 or go up to $600.00. By the way, I do not believe in half-price charter subscription offers or ever discounting the price of your newsletter. Whatever your price is, that should be it and, in my opinion, you should stick with it.

Let us mush on. The dumbest question I'm ever asked about publishing a newsletter, a question that instantly reveals the speaker should not be thinking about publishing a newsletter at all is... "What kind of computer should I use?"

Know this: "Desktop Publishing" is not made possible by a computer. Computers make it possible only to do desktop typing. An amazing amount of people are enormously confused about the difference (and value) between typing and writing. Nobody is going to pay serious money for a well-typed letter. What people want is a well-written letter containing good ideas and concepts. If you can deliver this, you could probably publish your letter on the back of used envelopes and still have satisfied readers. Anyway, all this is a prelude to the questions: "What should my newsletter look like?" "What format should it be done in?" "What graphics should I use?" To which, the answers are contained in **Rule #4** which is...

Make Your Newsletter Look
Like A Personal Business Letter!

A newsletter should be typewritten not typeset. Remember what we're talking about. We're talking about a news...letter not a news magazine or a news brochure. People don't pay hundreds of dollars to read magazines and brochures. Another feature of a real newsletter is... it contains news. Urgent, immediate, useful news of which you should not degrade the value of by implying... "This isn't too terribly important or time-sensitive so I've had time to typeset it."

Hey, don't bother telling me you can typeset a newsletter on your PC as fast as you can type it. We're talking perception here as well as reality. Not only that, your mental occupation with typesetting instead of typing your letter reveals something about where your head is. Namely: It's stuck up there where the sun don't shine.

What about graphics? The basic rule on that is... don't use them at all. Occasionally there'll be an exception where a bar or pie graph will illustrate your point but, as a general rule, your newsletter should contain...

Nothing But Words!

What about postage? Newsletters qualify as second-class postage material and thus can be mailed at a much lower rate than first-class mail. However, taking advantage of this postage price break is a violation of Guru Gary's **Rule #5** which says...

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Always Mail Your Newsletter Via First-Class Mail!

What a jerk you are if you don't. Here you are asking someone to shell out between $95.00 and $600.00 for you to send him twelve letters and you're too cheap to even pay the lousy $3.48 per year to get it to him in a timely fashion? Well then, if that's the case, Mr. Cheapskate, I guess your messages aren't that timely, important and urgent after all, are they?

Let's move on to **Rule #6** which decrees...

Your Newsletter Should Never Contain Paid Advertising!

I have never taken a penny from touting some person, service or company in my newsletter. Never have and never will. Want to know something I resent? I resent going to a movie and being forced to watch advertising before the feature starts. I'm not talking about trailers for coming attractions, I'm talking about all those ads for local businesses you sometimes have to endure for as long as 20 minutes. Doesn't that piss you off too? Well, by the same token, I don't think it's right for someone to pay big bucks to receive a newsletter all cluttered up with advertising.

However, a newsletter publisher often does come across other people, services or companies (even other newsletter publishers) which could provide valuable services to his subscribers. In this case, if a simple plug will do, he can give one in the body of his letter. Or... if the publisher himself (or herself) wants to advertise these products or services and keep a part of the revenues... well, here's how I've decided to handle that issue. Either I will send you a separate letter explaining said offer or... I'll put that offer in a sealed envelope if I decide to send it with the newsletter itself. Then, I'll either explain (very briefly) in the newsletter what the offer in the envelope is all about or... I'll explain it on the outside of the sealed envelope.

That way, a person can read my newsletter totally unencumbered by advertising and simply, if he's not interested, toss the sealed envelope in the "round file" without ever opening it. In my opinion, advertising and editorial have to be separate... totally separate.

Actually though, most of my subscribers should read any offer I send them even if they are not interested in the offer itself. Why? Simply because that offer is likely to be a good example of good advertising which, of course, is a big part of what you're paying me to teach you. (By the way, do you have something that would be of value to my subscribers? Something of real no bullshit value? If so, give me a call at **(305) 294-8425** and perhaps we can work a deal.)

Here's **Rule #7...**

Never Lie To Your Subscribers!

Don't even "shade" the truth. Never pretend to know something you don't. Look, I'm not saying you can never be wrong. Everybody screws up; everybody makes mistakes and sometimes believes and convinces others of something that turns out to be untrue. What I'm saying is... you should never do this deliberately. Subscribers will forgive you for being wrong (especially if you admit you were wrong) but they'll never forgive you (nor should they) for deliberately misleading them. I'm not going to dwell on this rule at length because, as a subscriber of

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mine, there's probably no need to exhort you to be honest. I guess what I really want to say to you is... don't even "fudge"... not even a little.

Enough on that subject. Now, let's talk about selling your newsletter. The best way I've found is to "bribe" prospective subscribers with several attractive premiums (related to the subject of your newsletter) that they can get with a trial subscription and... they get to keep even if they cancel their subscription. Some people will rip you off. They'll accept your offer never intending to continue getting your letter. These jerks will sometimes demand their refund as soon as they receive their premiums and even before they get your first issue.

Grit your teeth and live with it. The cost and pain of separating the slime from the good people is simply a part of life. So, **Rule #8** is...

Make All Legitimate Refunds
On A Prompt Basis!

Notice I said "legitimate" refunds. However, I didn't say you should let people push you around. There are people out there who routinely threaten everyone with whom they do business by mail. They say... "Unless you jump through hoops for me, I'll report you to the postal authorities, the attorney general, the F.B.I. and every other law enforcement agency I can think of." Want to know how I handle people who try to push me around unfairly? It's very simple...

I Sue Their Asses Off!

I've sold hundreds and hundreds and hundreds of Lifetime Subscriptions and I made the deal crystal clear. If you sign up as a Lifer with me, there is no money-back guarantee ever. You are stuck with me until one of us dies. Want to know how many people have seriously tried to screw me on that deal? Just one. Out of all those hundreds and hundreds of people... just one. This guy blatantly informed my office he knew and totally understood this was a no money-back deal when he signed up but he didn't care. And get this: He was now going to go to American Express to enlist their help in getting his unjustified refund. By the way, this guy only decided to do all this after he had all my videos, audios and written premiums for months and had time to extract all the value from them and (probably) copy them.

When my staff told me about this I only wanted to know one thing and I called the guy to find out. All I asked him was, "Where is the best place for you to accept a subpoena?" He told me and I got ready to have one of my attorneys (Sid Vicious) cranked up on this. However, this guy later changed his mind and dropped his unjust demand. And you know what? I guarantee you this man is having a much happier holiday season than had he persisted because... I would have spent 100 times as much on legal fees to keep him from shoving me around (and then gone after his assets) as it would have cost to shrug off the matter and send him a refund he didn't deserve.

Listen carefully to what I'm saying here. Always honor your deal even if it hurts like crazy to have to do it but, never back down if you are in the right. In my case, I'm willing to lose my house, my car, my bank accounts and all my money before I'll voluntarily give in one inch to a bully.

Give in when you're wrong. Stand up when you're right.

Enough, enough, enough, enough. Let us proceed to **Rule #9** which sayeth...

Never Start Believing Your
Own P.R.!

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The world is full of disciples searching for a messiah. Spout something (anything) loudly enough and repeatedly enough and you'll come to have followers. Some of these poor souls are so lost and, so desperate for "the answer" they'll attach themselves to almost any "strong personality" no matter how insane his philosophy. Hitler, Jim Jones, Oral Roberts, David Duke... the history of the world is replete with an endless list of madmen who attracted a devout following. You know, I think there is such a paucity of expertise and integrity in <u>any</u> field from auto mechanics to marketing to whatever that, once people find someone who is ethical and savvy... they then imbue that person with wonderful qualities which he does not, in fact, possess.

What's worse, if that "strong personality" hears this adoring praise long enough, often enough and loudly enough... he is likely, if he is not careful... to start believing this nonsense himself.

I've received thousands of rave letters from all over the states, all over the world. These, I feel are my true reward for writing this newsletter. These letters tell me how I have touched people, how I have changed their lives for the better. Sometimes, according to these writers, what I've written (they say) has actually saved their lives.

Mostly, I love these letters. It would sadden me if they stopped coming. But you know what? <u>They also make me uneasy</u>. My name is Gary, not God, Jesus or even Oral, Anal or Jimmy. I make mistakes. Lots of mistakes. And sometimes, <u>big</u> mistakes, <u>serious</u> mistakes.

I'm good at marketing. Very good. But I'll tell you what, it pretty much ends there. I'm not good at managing my money, I can't set a digital watch, I can't work a VCR, I can't seem to get my weight down to the 180's, I have fears about my morality, my mortality, my macho, my talents and my balance. I've got readers in 29 countries that hang on my every word and sometimes, I'm scared shitless I'll write something so dumb some of the more impressionable of my readers will follow me over the edge. Try and stay sane when you think about me. I'm an ex-con with an addictive/compulsive personality and so many flaws I'd blush for a year if you knew about all of them. So, for God's sake...

Don't Make <u>Me</u> Into A Savior!

I'm not. I'm a marketing man and sometimes (often) I even stumble in that area. But the point is, the message here may one day very much apply to <u>you</u>. If you ever publish a newsletter and follow my "rules" you too may someday be regarded as a guru and start to believe all the praise that's heaped on you. Don't do it. It's dangerous. Maybe... even <u>fatal</u>.

By the way, you know, I'm starting to believe Tony Robbins actually believes he's Tony Robbins! Keep your eye on <u>his</u> career. I think he's headed for a fall that's unfortunately going to illustrate all I'm discussing here.

Don't let it happen to you.

And finally, we come to **Rule #10** which is the most important and difficult rule of all. Namely...

Always Be True To Yourself!

What I'm going to say here is going to seem very strange until the day you finally understand it. Listen: Don't occupy yourself trying to figure what your readers want to hear. NO! Concentrate instead on... <u>what you want to say</u>! The

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late John D. MacDonald is one of my favorite authors. He wrote the famous Travis McGee series. Anyway, once he gave a TV interview in which he discussed his mail. He said he'd read one letter which says the reader loves the social commentary in the Travis books, but why does he (MacDonald) have to garbage everything up with all that violence and action? Then, the very next letter will say the writer loves the books because of all the adventure and action, but why does MacDonald have to ruin everything with all that boring social commentary? "You can't win," said MacDonald. "So what I do is I write to please myself."

And so do I.

And so should you.

What I give you when I write this letter is me. As I am. Not as you'd like me to be. Therefore, every reader can make a decision as to whether or not he's "in sync" with me based on some degree of reality. On the other hand, if I wrote only to please you, only for your praise... if my main concern was your approval, I'd eventually leave us both unsatisfied. I'd be like a whore giving you a moment's pleasure at the expense of dispensing terminal VD.

I write my letter for me and you should write yours for you.

Does some of this sound fanciful to you? Do my rules seem silly? If so, I only ask you to remember: This letter is read in 29 countries and the subscription revenues in the last 24 months have exceeded two million dollars.

OK, that's the end of that. Now, I've got to offer up an apology to some of my Lifetime Subscribers. Last month, I told all my "Lifers" if they gave out 10 gift certificates to my newsletter I'd reward them with not only a book written long ago by John E. Kennedy, I'd also give them the nicest gift they would have under their Christmas tree.

Well the gift is still coming but I obviously didn't get it to you in time for Christmas. We've been swamped with the response to these gift certificates so, I'm sorry to say you won't get your Christmas gift from me till January.

But hang in there. It'll be worth the wait and, I'll tell you this... you could never guess in a million years what I'm going to send you.

Please be patient and... have yourself a very wonderful, sane and accident-free Christmas and holiday season. Treat yourself well. Be gentle with yourself and others. The world seems to take on a harder edge every day and you showing a bit of softness is not a sign of weakness but rather, one of maturity, kindness and... strength.

Sincerely,

Gary C. Halbert
"Flawed, Fearful & Foolish"

P.S. I bet 1992 is going to be the best year you and I have ever had. You just wait until you read my January issue and see if you don't agree!

THE GARY HALBERT LETTER

PHONE
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423 FRONT STREET
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From:
Key West, Florida
Saturday, 12:57 a.m.
January 25, 1992

Dear Friend & Subscriber,

THANK GOD IT'S OVER!

I'm talking about 1991, of course. I don't know about you but, for me, 1991 was, I believe, the most stressful year I've ever had. Much of that stress was business related. I've never experienced a year like 1991. According to the news media, neither have thousands of other business owners.

Here in South Florida, 1991 has vomited up one business disaster after another. Pan American airlines no longer exits. Eastern is crippled. Our largest and most trusted bank (Southeast) has gone bankrupt. The homeless population now includes many professional people and former white collar workers. Bad news doesn't even make it to our TV screens and newspapers anymore. It has become so routine we've become numb to it. To capture our attention now, the news media sidesteps news which is merely bad and, instead...

It Strives To Feed Us
Stories That Are Truly... HORRIBLE!

It's the same nationwide. Layoffs are rampant. General Motors (the largest corporation in the world) is preparing to close 17 plants. IBM is laying off 22,000 people. Can you believe trading in IBM stock, one of the bluest of the blue chips, was actually suspended for awhile last year? I could go on and on but, why bother? You'd have to be just back from Mars (or perhaps, secluded in the Oval Office) to not be aware of what's going on in this country as far as business and the economy are concerned. And you know what? It's only going to get worse. A few months into this year, most folks are going to look back on 1991 as...

The Good Ol' Days!

But not me. And not you either. This year is going to be the most satisfactory one (from a business point of view) you and I have ever had. Why? Simply because you and I are going to be among the small handful of people who actually understand what's going on here. And, whenever you're in a game where you're the only one who knows the rules, you have a tremendous advantage.

Look, I must admit 1991 caught me very much off balance. I lost an enormous amount of money. Promotions and ideas which had previously tested profitable suddenly went south with the speed of a jet-setting snowbird fleeing the harsh northern winter for the sunny shores of Florida. For awhile, I began to doubt some of the very foundations of my "marketing mindset." Could everything I had so painfully learned over the years suddenly no longer be valid? Was it possible some alien force was lacing my veggies with mega doses of LSD and thus

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causing my perceptions of reality to be so distorted the "marketing truths" I had learned were all mirages?

Fortunately, that was not the case.

What is the case, however, is the mindset of the American people is now fundamentally different than it has ever been before. In fact, it is transcendently different from what it was even a year ago. If you fail to grasp the reality and the ramifications of this "core change" your marketing efforts are doomed to failure and you are likely to end up an "over-educated under-achiever" living in a cardboard box under a freeway sucking on a bottle of Thunderbird as you try vainly to comprehend the bewildering societal changes around you.

On the other hand, if you take the trouble (it is going to take some time and effort) to understand what's really going on, you're going to survive, prosper and be a happy chappy indeed.

A small bit of proof: As I said, I lost an enormous amount of money in 1991. However, near the very end of the year, I was introduced to a certain "parcel of wisdom" which clarified for me much of what was happening in this country. Then, acting on this information (in a very small way) my business made more profit in the last 30 days of the year than it had in the previous 6 months!

Would you like to learn what I learned? Hah, I thought so. Fear not, I'm going to plug you in before this letter is finished. But first, I want to make two preliminary observations I believe to be crucial to your endeavors to prosper and stay sane in the global confusion now starting to manifest itself. First, if you've been reading my newsletter for awhile, it should come as no surprise I'm not a big fan of psychiatrists and other mental health professionals. Most of these people gravitated to their profession because they were looney tunes themselves and were looking for answers to unravel their own emotional snarl. Unfortunately, of course, these poor souls ended up being led and analyzed by others who, just like themselves, entered into their speciality because of their own emotional distress.

Talk about the blind leading the blind; this is like the nuts trying to educate the squirrels!

However, there are exceptions and, significant ones. Some time ago, a "radio shrink" with a popular talk show in L.A., Dr. David Viscott, wrote a book on how to achieve success. The central idea I remember from that book and, a concept I believe to be 100% accurate is this:

The First Element Necessary To Achieve Success Is The Deep-Rooted Belief You Deserve Success!

Many people believe otherwise. They have been indoctrinated by their parents and other authority figures to believe they don't deserve to live well since so many others on the planet are cold, hungry and miserable. This brand of bullshit was pounded into me by my parents with a vengeance. "Don't get too big for your britches," they'd say. "Remember, we're just common working people so don't try to be something you're not. Be a carpenter or be happy working in a factory. Where did you get this idea you're so much better than other people anyway?"

And so forth.

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As it turned out, I'm the only one from my immediate family who ever made any money or had any kind of success whatsoever. Want to know what my father said after I was an adult and had made my first bundle? "Son, you've been lucky. My best advice to you is take half the money you've got and bury it in the ground. Otherwise you'll just lose it and never be able to make it again. Don't forget who we are. We're just common people and just because you 'lucked out' doesn't mean you're a big shot and you deserve all this!"

I can't tell you how much pain and grief this kind of "imprinting" caused me. But I can tell you this: Since inside my psyche, I "knew" my father was right...

I Had To Work Harder At
Destroying My First Success
Than I Did Achieving It!

I had to. I had to get back to where "I belonged." Even though my first fortune was made by an enormous amount of hard, honest, ethical work, I somehow felt I had "fooled" everyone into believing I was a worthy, talented, industrious and honorable businessman. Many successful people carry this burden. Some mental health experts have dubbed it the "Imposter Syndrome." This manifests itself when people like me (like I used to be) have been "nurtured" to believe they don't deserve their success.

Why am I blathering on about this? Listen, in the months and years ahead, many people around you are going to lose everything and you (if I have anything to do with it) are going to prosper and flourish. And, if any of your childhood imprinting was like mine, you're going to be consumed with doubts as to whether this situation is "fair." It is fair, damnit! Not only that, those of us who prosper offer the only hope for those who are so rapidly losing their "quality-of-life" battle. We will be the only role models they can emulate giving them any chance of transforming their lives for the better. So, I say to you...

Flourish And Be Proud Of It!

Extend a hand to those on the rungs of the ladder below you. But only to those who are willing to struggle to step up... instead of trying to... pull you down!

More: There is something else you must believe, especially in the complex and bewildering immediate future:

You Must Believe Success
Is Possible!

Michael Landon died like a hero. Not only that, his immediate family responded to the trauma of his illness like champions. You know what they did that most of the medical researchers in this country are too blind to do? They began to search out survivors of the same type of cancer Landon had and started research to find out what was different about the people who survived the disease as opposed to those who succumbed to it.

What A Brilliantly Simple And
Simply Brilliant Concept!

Which contains a crucial lesson for you. From now on, you are going to be barraged daily with stories of failure. The geeks who revel in reporting this

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guk will "educate" you in minute detail about the hows and whys of these failures. In short, right now our entire nation is getting a post-graduate education on... "How To Fail." Failure 101: It's a class nearly our entire population is going to pass. Look for almost everyone around you to get straight A's.

Except you and me. What say you and I make a pack to flunk Failure 101? Come to think of it, let's not even enroll in the course. Here are six very special suggestions and these are among the most important suggestions I will ever make to you. If you have any respect for my judgment, I urge you... please do the following:

1. As Much As Possible, Stop Reading Newspapers And Watching TV Newscasts!

You know how I think of reporters? I think of them as "fartologists." The way they seem to perceive their job is to ferret out all noxious situations and to make sure every time some horrible person or horrible situation "breaks wind" the stench is magnified and transmitted to all of us. You do not need this! Trust me, life is going to serve up all of us with a more than sufficient number of malodorous situations. We do not in any way require the services of professional fartologists.

2. Start Getting Your News From Paul Harvey's Radio Broadcasts!

Paul Harvey gives the lie to the myth only bad news sells. He has the #1 radio program in the world plus the #2 and #3 most listened to programs. His only competition is himself. He presents all the global and national news you need to be aware of in a balanced manner. No, he does not sidestep bad news but he counterbalances it with his reporting of events, people and situations of a positive nature. I do not agree with all his opinions but there is no newshound on the planet more deserving of respect. He will keep you informed and, at the same time, motivated and enthusiastic about the very real possibilities of achieving success. In essence, what he gives you is... "News With A Lift."

You can find him on your AM radio dial on the ABC network usually around noon. Check your local paper under radio & TV for his listing and then throw the damn paper in the trash.

3. Immediately Buy And Read A Book Called "The Popcorn Report."

This is the most important business and marketing-related book since Michael Gerber's "The E-Myth." Do not make another business decision or write another word of advertising until you read this book!

The reason this book is called "The Popcorn Report" is, it was written by a woman named, of all things, Faith Popcorn. However, don't let the corny (pun intended) name throw you off. This woman and her book are as serious as cancer. Faith Popcorn has been called (and rightly so) "The Nostradamus Of Marketing" by Fortune magazine. The jacket copy of her book says (and it's true)...

"nobody has been more accurate about how to profit from the future than Faith Popcorn. For the 1990's, she's predicting a consumer revolt which will penetrate every cash register, corporation, and household in America. And this revolution will be a massive change in what we buy, the way we buy it, and what happens when the buying stops. For the corporate manager and the owner of a 'kitchen table' business alike, 'The Popcorn Report' offers hundreds of new products to create, new businesses to start, and new

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markets to capture. Here, too, are the marketing waves that are beginning to dominate your personal and professional lives. Faith reveals how to chart the future's impact on your business, how to capitalize on the newest trends and the ways in which emerging marketing techniques will revive dying markets."

This is the "parcel of wisdom" I referred to earlier which clarified for me what's going on in our country and has helped me to turn my business around so it's once again a healthy profit-making entity. Here's just one of the insights I got and acted on from this remarkable little book. You know those big expensive seminars I was giving a year ago? The ones costing a fortune to attend and having a virtual army of marketing experts to help the attendees? Remember those? Well, after reading "The Popcorn Report," I concluded what my market would really like is to be able to work with me personally. Either one-on-one or, as part of a microscopically small group. And so, I sent a letter to just a fraction of my subscribers and invited them to come work with me... right in my home!

Guess what? Faith Popcorn was right. People do want (and are now insisting) on eyeball-to-eyeball personal service and... the response to those few letters I sent out was... overwhelming! It worked out great! It was satisfactory for everybody including me. Anyway, I am including a reprint of that letter with this issue (it's in the sealed envelope) and I am now making that offer to all my subscribers. If you're interested, read the letter and call promptly. The deal is exactly the same (actually is some ways it's better) as it was in the original letter which is dated November 25, 1991. What's changed, of course, are the dates of the weekend sessions and we'll tell you our new schedule when you call.

Back to "The Popcorn Report"; it's published by Doubleday and sells for $22.50 and, as I said before... do not make another business decision or write another word of advertising until you read this book!

Pay attention to me on this.

4. Immediately Call (213) 393-2670 And Order The First Issue Of A New Magazine Called "The New Paradigm Digest."

What this new publication is all about is presenting an overview of the "breakthrough people" who are making their lives work and their businesses thrive in this vastly and rapidly changing era. "The New Paradigm Digest" is written for entrepreneurs looking for emerging trends, product developers, marketing executives, and individuals who enjoy looking through an inspiring... solution-based... window on the future.

Like "The Popcorn Report," this is must reading. As I said earlier, a "core change" is occurring in our society which is transcendentally different from anything we've ever experienced before and...

Only Those Who Understand This Core Change Are Going To Prosper!

Make sure you are one of these enlightened people. "The New Paradigm Digest" will help.

5. Watch For And Pay Careful Attention To A Letter I Will Soon

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Be Mailing To You About What Happened When Jay Abraham Went To Australia!

Many people think Jay Abraham and I have total mutual respect for each other. That's not true. I think much of what Jay does is hair-brained, half-cocked and idiotic. Sometimes he seems to me to be an irresponsible flake unconscionably insensitive in his personal and business relationships. To say the least, my relationship with Jay has been stormy. On at least two occasions, we came closer than Jay will ever know to an actual fist fight. (He's strong as a bull but I still think I can take him.)

Jesus, listen to me. I sound like a teenager in a school yard, don't I? I can't help it. Sometimes the man has that effect on me. Actually... he can make me crazy! Worse yet, Jay has, on occasion, had some very uncharitable things to say about me. And what really gets my goat is... sometimes the pompous, frustrating S.O.B. has been right.

But, there's another side to Jay: A side which is as giving, kind and helpful as Mother Teresa. I first met Jay many years ago when I was extremely down on my luck and he sent a limo for me, gave me a cash advance on some work he needed done and talked with me in such an inspiring, enthusiastic and helpful way, I have to credit him with being one of the major forces who turned my life around. Also, when he's cooking (which is often) he has, perhaps, the most innovative marketing mind on the planet. Whenever I'm in marketing trouble, I mean real... "how-the-hell-could-this-ever-be-solved?"... kind of trouble, Jay Abraham is at the top of the list of those to whom I reach out for help.

OK, after that long-winded preface, here's what I'm leading up to: The economy in Australia is so bad it makes what we're experiencing here look like a "boom!" For example, bankruptcies in Australia this past summer went up 62% over the previous summer, which set a record for Aussies going under financially. Also, over half of Sydney's (a major city there) building contractors have gone bankrupt. This is a disaster of enormous magnitude when you understand one of every five Australians makes a living in construction. The economics editor of a respected business publication, "Asian Business", recently wrote "It's [Australia's] economy is so weak even a slight sniffle in Japan translates to pneumonia down under."

Anyway, in the midst of all this Jay accepts an invite to do a seminar there. And, even though, previous to "the arrival of Jay" the highest fee ever for an Australian seminar was $895, Jay decided to charge $5,000. And guess what? That seminar, even at that exorbitant price, was so completely sold out, they had to put on a second one which was also sold out. And... a third!

What did these people end up getting for their money? So much, it's hard to believe. As a result of what Jay taught those people, the average attendee made almost an extra $100,000.00 in profit within 180 days after the seminar.

And get this! One of those people profited to the tune of $800,000.00!

By the way, one of the other things I like about Jay is he's Jewish and therefore, if you know the right buttons to push (as I do) you can use guilt to manipulate the hell out of him. God, I love that! Call me racist if you will but I think it's just wonderful to uncover ethnic peculiarities you can use to shamelessly exploit certain subgroup minorities within our society. Let's face

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it: Why the hell else would God even have created minorities if he hadn't wanted people like me to exploit them?

Whatever. The point of all this is, I've made a deal with Jay (which is very much in my favor) whereupon I can offer his Aussie seminar tapes and materials to my people at a cost which, although substantial, is a mere fraction of what the poor Aussies had to pay to get this info "live."

So, pay attention to that letter when it comes. The info it offers could change your life!

You know, as much as I hate to admit it, when this pudgy little shit is on target... he's the best there is!

6. Immediately Order And Read A Book Called "The Best Of Success."

This is published by Great Quotations Publishing Company located at 919 Springer Drive, Lombard, Illinois (USA) 60148-6416 and their telephone number is **(708) 953-1222.** Ask for Michelle. The book sells for $7.95 in the paperback edition, $34.95 in hardback and $49.95 in the leather-covered version.

This book is a treasury of success ideas compiled by a man named Wynn Davis. This is like no other book because it offers a clear, bright, organized summary of all the major success principles and backs up each idea with choice quotations from the great success literature. No other book offers an easier to understand condensation of the success laws. When you read this book you will sense its honesty, integrity and completeness. You'll know you've found something you can trust.

How good is this book? I'm glad you asked. Perhaps I can give you a clue by quoting just one of the several hundred insights it contains:

"This is the test of your manhood: How much is there left in you after you have lost everything outside of yourself?"

That's the truest quote I've ever read. God forbid you should ever go to prison or lose all your possessions in the cruel months ahead but... if you do... you're going to learn just how true those words are. Needless to say, the book contains much more.

OK, those are my six suggestions. Now, I want you to do something: I want you to get yourself a cigar box and a couple hundred 3x5 index cards. If you can, order and read everything I've touted you on in this issue. When you get my letter on the Jay Abraham tapes, order them if you can. Then...

Drench Yourself In All This Material!

As you listen to the tapes and read the printed material, keep your index cards at your side. Every time you hear or read a useful idea or, when a totally new one is generated inside your skull (it will happen often), capture that idea forever by writing it on one of your index cards. Then, put that card (remember now, only one idea per card) in your cigar box which, from now on, you're going to think of as your "Success Box."

Do not organize the cards in your box. Keep them random. Then, as you go about your daily life being bombarded by horseshit from the mouths and typewriters of losers... stick your paw in your Success Box, pull out all the cards,

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shuffle them and start reading them. THIS IS MEDICINE! It is part of the antidote to the toxic teachings of Failure 101.

All the material I've recommended will keep you inspired, enthusiastic and energized. And know this: All of this info is practical! Not only that, "The Popcorn Report" and "The New Paradigm Digest" will help you understand what's happening in our country and our world. Look, the worst mistake you can make right now is believing what we're experiencing is "just another economic slump." That's just not so. As I said earlier, we are experiencing a "core change" which is in the process of turning our society inside out and...

This Is All For The Better!

I have never been so optimistic about a new year as I am about 1992. It's true 1991 was the most stressful I've ever had. But, after discovering and devouring the nuggets of golden wisdom I'm writing about in this issue, everything has started to turn around. Now, just like the old days... it seems like everything I touch turns to gold!

Why? Simply because all this material has helped me understand the rules of this new ball game. You know, I think this country, in general, is going to experience about 2-1/2 years of pure, hard-core financial misery. However, I believe this to be for the good. I believe the other side of this story is, at the end of this period, our nation will emerge from this cocoon of confusion more triumphant than ever. I believe we're experiencing a national purge of mindless greed and we are building a new society on a bedrock foundation of profound personal values and ethics. This is going to be a great adventure. Stay with me. Let's ride this out together laughing and singing, working our asses off and extending a helping hand and sharing our insights and visions to those who have not yet "caught-on." One more thing:

HAPPY NEW YEAR!

Sincerely,

Gary C. Halbert

P.S. I have over 1,000 new subscribers this month and, according to my old subscribers, I guess sometimes I take a little getting used to. (Can you believe that?) Therefore, it just occurred to me, some of my new readers may conclude from my remarks about Jay Abraham I am racist and prejudiced. I'm not.

I'm Just A Pig Without Subtlety Or Manners!

P.S.#2 Next month... **I'M GOING TO GIVE YOU THE KEY TO THE VAULT!** I'm going to reveal in explicit detail, a money-making secret which makes huge profits in any economic climate and even huger profits as the economy deteriorates. And, you'll understand next month's issue even better if... you do your homework and follow all the suggestions in this issue.

Do it.

Peace.

Here's That Letter I Promised You About What Jay "Pudgy" Abraham Was Able To Pull Off When He Went To Australia!

From:
Key West, Florida
Monday, 4:55 p.m.
February 24, 1992

Dear Friend & Subscriber,

I believe what I am about to share with you is so important—and so relevant because of the current U.S. recession—I have stooped to blackmailing a good friend in order to make it available to you.

Jay Abraham is without doubt one of the world's ballsiest marketing experts. The man thrives on challenge, and isn't happy unless he has everything he owns on the line, his head on the chopping block, his office in chaos, and everyone within range of his phone in hysterical panic. Yet he is famous because he has a reputation of putting massive amounts of fungolas into his clients' pockets through bold marketing plays that are so ingenious and effective that even I sometimes have to shake my head in wonder.

The Last Time I Availed Myself Of His Advice For My Own Business, I Earned Over A Million Dollars Within A Matter Of Months!

Other people have laid out as much as $20,000.00 to spend a week soaking up Jay's wisdom—he earned over $10 million one year in consulting fees alone—and he counts many of the nation's most savvy businessmen as admirers. For example, Howard Ruff credits Jay with helping him earn over $2 million free and clear... Numismatic guru David Hall pocketed $30 million following Jay's advice... the founder of *Entrepreneur* magazine earned $1.5 million with just one of Jay's ideas... real estate mogul Robert Allen, $1.5 million on one idea... Lee Euler, founder of *Tax Avoidance Digest*, $1 million from Jay's specific advice... Greg Yost of Los

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Angeles credits a one-year $28 million profit increase entirely to Jay... and... oh, you get the idea.

Jay is a master strategist who knows more about getting "upperhand leverage" in marketing than most businessmen could put to use in a lifetime. And he is <u>especially</u> adept at turning businesses around under the most dismal and oppressive circumstances you can imagine—such as overwhelming debt, shrinking market shares, product failures and, yes, even economic recessions. In just one recent twelve-month period, he guided over 100 people from every conceivable business background (and non-background) into making a million dollars or more <u>each</u> in their chosen fields... and they all did it without outside financing, using only the resources, staff and money available to them at the time they sought Jay's advice. That's some powerful testimony to Jay's worth as a business advisor, I'd say. The fact is, it's rare I encounter anyone in marketing who hasn't heard of him.

Now, Some People Think Jay Abraham And I Are Good Friends!

In one sense, that is true—but not entirely true. We certainly got off to a good start. The first conversation Jay and I ever had was on the phone. Jay said he heard I was a pretty hot copywriter, and would I come over to his place if he sent a limousine for me. At the time, I was down on my luck, and just keeping my own car running was a constant adventure. The limo offer was simply astonishing. But sure enough, a little while later a sleek limousine showed up and took me to Jay's house where we had a nice chat about business. He sympathized with anyone whose luck had gone sour like mine. He gave me some money, some advice and some work, and we began our business relationship just like a honeymoon—on a very high note.

That high note didn't play a particularly long time, however. I soon discovered working with Jay Abraham was not only enormously stimulating, but also enormously <u>frustrating</u>. In fact, early on, when I felt Jay was not holding up his part of a deal and I went <u>ballistic</u> with frustration and I actually stormed into the fancy restaurant where he was dining with a client and demanded he do right by me and settle our business right then and there. I told him I didn't care what his client or anyone else thought—I wanted <u>satisfaction</u>.

It was a scene worthy of Brando.

And that wasn't the only time we had words. In another restaurant, over another matter, Jay's then-general manager (an ex-Marine) suggested the only way we were going to resolve our

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differences was to go into the restroom and engage in fisticuffs...

Not Exactly A Technique
Out Of The Harvard School Of Business!

Needless to say, my relationship with Jay has been from the beginning, mercurial. I admire the man's genius; he has the most facile mind of anyone I've ever met. However, he also has a capacity to frustrate me which is almost beyond belief. Nevertheless, over a period of some ten years now, we have kept intact a friendship and mutual respect I'm convinced can survive anything. Whenever I have a marketing problem that perplexes me beyond action, Jay is the guy I call. He's my "ace in the hole," because I can always count on him to come up with several incredibly lucrative and workable conclusions no one else could have ever seen or dreamed of in the same situation. He is a master at innovative marketing techniques, and he can see profit in places where most people don't even see the places. At the same time, it is a tremendous source of pride with me that, when Jay is confronted with a marketing problem he can't see his way out of, I am at the top of his list of people to call and ask for advice.

It's not the smoothest of relationships. I do not endorse everything Jay does or recommends. Nor does he give a blanket endorsement of my methods...

Yet, When Either Of Us Is Right,
The Other Is Quick To Admit It!

And right now, Jay has something I feel is <u>so</u> right on target, I actually went deep into the dark corners of our relationship to come up with a way to force him to offer it to you. He wanted to keep this all for his own private list of people. And he might have done just that if I hadn't found out about it and called him a few weeks back. I'm not going to tell you exactly what transpired during that phone conversation, but I will tell you Jay reluctantly caved in to my demands. I do love the guy, but I'm not above a little friendly blackmail to get what I want.

And I Dearly Want To Share This Deal
With My Subscribers!

Here's what this is all about. Unless you've been living in a bomb shelter for the last two years, you must know the United States is suffering a deep recession that, in my educated opinion, is the worst such economic slump since the 1930's. Alan Greenspan, head of the Federal Reserve, agrees with me, and even President Bush now admits any recovery is not in the immediate future. For most of America's businesses and corporations, things

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look pretty bleak. The light at the end of the tunnel is, at best, a tiny pinprick in the distance.

However, there is one English-speaking country suffering through an even worse recession than we currently are: Australia. How bad is it in Australia? I'll tell you:

- Bankruptcies this past summer went up 62% over the previous summer, which set a record for Aussies going under financially!

- A university study of 14,000 Australian businesses found 30% failed in their first year!

- Over half of Sydney's building contractors have gone belly-up—a disaster that becomes worse when you understand one of every five Australians makes their living in construction!

- Unemployment is over 10%. Inflation has been raging at up to 7.8%, the government has been struggling with a paralyzing deficit, the housing market went from catatonic to completely dead last year, a dozen of the country's largest corporations have collapsed and taken hundreds of smaller businesses with them, and the gross domestic product (their version of the GNP) is approaching zero!

- Seven of every ten Australian businessmen in a recent poll said they were pessimistic about the economy. (The few who weren't pessimistic were merely cautious.) Fifty-one percent, over half, admitted they were trying to make do with a shrinking market share, with falling profits and shaky bank relationships!

Those Aussies don't mince words: In the respected business publication *ASIAN BUSINESS*, the economics editor began an article with this disturbing quote: "...the first country in Asia-Pacific to go under [in a global recession] would probably have been Australia. Its economy is so weak even a slight sniffle in Japan translates into pneumonia down under."

The important thing I want to point out here is, while the U.S. economy has started to really feel the strangulation of recession, down in Australia they've been crushed by a withering recession for years already. Things are tough here in the U.S. but... in Australia they are downright frightening!

So, what does my good friend Jay Abraham, the "marketing wizard" do? Why, he accepts an invitation in the summer of 1990 from

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Chris Newton, a publisher we both know, to fly straight into the teeth of Australia's worst economic slump ever and offer...

The Most Expensive Marketing Seminar Ever Held In The History Of The Island!

Sounds nuts, doesn't it? How the heck do you lure businessmen who are worried about making their next payroll into shelling out big bucks to spend 3-days with an American marketing expert who had never before set foot on Australian soil? I certainly thought it was a lunatic plan, but to Jay it was merely another (yawn) marketing problem to solve. Before Jay's seminar, the most money anyone had paid to attend a business seminar in Australia was $895. To make Jay's visit financially feasible, he charged $5,000 per attendee—about six times more expensive than anything the Aussies had ever heard of before!

It sold out within two weeks. So they offered a second seminar. It sold out in days. So they offered a third seminar, and it too sold out immediately. In all, 430 business owners and entrepreneurs from every conceivable corner of the market came to see what Jay had to offer them.

How did he sell out these mega-expensive seminars in the middle of a tight-money, end-of-the-world recession? I'll tell you—he promised to give each attendee personal, detailed and immediately workable advice, techniques and marketing methods which would blow them right past their competition and put their businesses back on track so fast they would think the recession had turned around overnight into boom times. Jay assumed all the risk—attendees could split at anytime during the first 24 hours and get a complete refund, no questions asked. (By the way, only two people took him up on that refund.)

Jay filled those seminars on the strength of his track record. He's helped so many high-profile marketers with breakthrough ways to bring in the bacon, you'd have to be braindead not to give the guy a chance at resuscitating your own business. Especially since, even at $5,000 for a three-day seminar, the price was something of a bargain. Jay's most recent U.S. seminars would have cost you $15,000 to $20,000 just to get in the door. He had 927 people take him up on those incredible events. Jay is not a penny-ante marketer.

Frankly, Jay's Ego Was On The Line!

This was the first time Jay had personally traveled overseas to offer his marketing wisdom on foreign soil. He knew he could help bust the restraining seams of the recession for American businesses—but now he was going into a strange land to prove himself there. He had no inkling how well his teaching methods and

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ideas would be received "down under." He was going to stand in front of a (possibly) hostile room of pessimistic, exhausted businessmen who had never seen him before in their lives and he was going to attempt to win them over by...

Teaching Them Every Marketing Trick He Knew, And Showing Them <u>Exactly</u> How To Use Their New Knowledge To Annihilate The Competition, Horde Their Respective Markets All To Themselves, Wring Every Last Penny of Profit Out Of Their Customers While Earning Their Eternal Gratitude, Bring In Crowds Of <u>New</u> Customers Eager To Deal, And In General, Start Making Money Again As If The Recession Didn't Exist For Them!

Jay had far too much riding on these seminars to let them fall into the "Tell 'Em And Leave 'Em" trap so many other seminars suffer from. Jay is a fount of truly good marketing information, and he could easily have rambled on for three days and longer just sharing his knowledge, telling war stories and giving examples. And that would have been worthwhile, if a little pedantic.

But Jay wanted to put his own personal stamp on the Australian marketplace, so he went beyond just sharing his wisdom. Far beyond, actually. He took each and every attendee and grilled them individually on how deep his teachings had gone, and when he was satisfied, went on to offer detailed, personalized advice on how to use what they had learned to turn their own businesses around.

You are no doubt familiar with the "hot seat" technique I use at my own seminars. That's where you sit up front under the hot lights of the seminar surrounded by experts and the other attendees and have the synergistic energy of the entire event focused on you and your business. Jay uses that same technique. The results can be staggering—it's like having the best minds in the English-speaking world obsessed with your personal business problems and absolutely dedicated to creating the most lucrative solution possible.

Did Jay's seminar teachings and personal attention work with those Australian businessmen when they went back out into their recession-shackled world and tried to put their new tools to use?

You Better Believe They Worked!

The proof, as they say, was in the pudding. Just a little over three months after the last seminar, Jay returned one more time to Australia—to give a one-time "advanced boot camp" to a standing-room-only crowd of 60 graduates from his initial seminars. These guys each shelled out $6,000 to attend this advanced session, which brought their total payout for Jay's tutelage to somewhere

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between $11,000 and $20,000, depending on their personal expenses. (Hotel costs in Brisbane and Sydney, the sites of the seminars, are not cheap, costing about $200 a day, with easily that amount again just for meals, which are notoriously expensive there. And remember, these people also had to take three days out of their business schedules to attend.)

Yet the attendance fees and expenses were inconsequential—because the average take in extra profit among these attendees from putting Jay's personal advice to work was just under $100,000 apiece! Which, of course, made the cost of the seminars seem like the biggest bargain of the century.

One man spent all of $10 mailing a letter Jay dictated for him, and received $60,000 in new business.

Another man who owned a 27-store retail operation used Jay's explicit advice to increase the net profit per store by $30,000 each—a 3-month profit increase of over $800,000!

Still another businessman upped his marketing effectiveness by 1,500% with his "hot seat" brainstorming. Another entrepreneur earned $50,000 with the first 223 letters he mailed out under Jay's direction. And still another man used his new-found know-how to buy his company out from his former employer. A furniture store owner pulled in $45,000 with an ad that cost him $1,000 and made 30 times more profit on that $5,000 than he would have before the seminar.

In the jaws of a recession that makes ours look mild, these Australian businessmen were looking at earning hundreds of thousands of dollars in new profits, even while their closest competitors were folding up their tents. They went from grumbling about how bad business was (some of them had seen their profits drop up to 40% over the previous year!) to crowing about how much opportunity the economy was offering them.

Jay really outdid himself this time and my hat's off to him. It's often hard to make money even when times are good. To turn businesses around in a recession and start pulling in unheard-of profits despite the gloom and doom, well... gosh. What do you suppose Jay told those Aussies anyway? Isn't he being awfully selfish by spreading his seeds in lands so far away, among guys with weird accents who say stuff like "put another shrimp on the barbie"?

Wouldn't You Give Your Eye-Teeth
To Find Out What Jay Taught Those Australians
That Made Them So Much Money?!

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Well, Buckwheat, the bad news is, Jay isn't giving the seminars anymore—not in Australia and not here in the US of A. They're too exhausting, he's too busy and besides, he doesn't have to. He made a pretty penny doing his deeds down there; there are now greener pastures for him to apply his genius.

The good news is, ol' Guru Gary found out Jay had taped every second of those seminars. And he has most of those tapes together in a package which includes the 300-page workbook they used at the seminars. And, though far from cheap, he has those packages available at a price a distant fraction of the cost you would have had to pay to attend the seminars themselves. The first batch of these tapes were immediately scooped up by Australians. **A COMPLETE SELL-OUT!** The next batch, offered for the first time in the United States, also sold out fast. This package is obviously a hot item and unless I had found out about it through other sources, I'm sure Jay would have preferred I didn't offer it to my people at such a relatively low price.

That's why I had to blackmail Jay into letting me offer this deal to you. Like I said, I'm not going to tell you the details of my deal with Jay... but let me assure you, he is making a fraction of what he originally got. I love it when I can manipulate my friends into offering my subscribers fabulous deals for less money.

Here's what Jay's package contains:

- Twenty 90-minute audio tape cassettes covering the entire Sydney seminar—with all of Jay's "basic" marketing techniques and concepts, plus his specific recession-busting ideas, plus each and every one of the "personal attention" hot seats, where he dissected the individual problems of each business and provided detailed, explicit plans on how to solve the problems, create new business and boost profits through the roof! (30 hours total)

- The entire 300-page workbook each attendee received after shelling out his $5,000 attendance fee!

- Twelve 90-minute audio tapes covering the best of the hot seats from the other two $5,000 seminars—again, specific applications of Jay's principles and ideas and techniques (including copywriting advice and printing instructions) for each and every problem of real-life businesses trying to cope with the recession! (18 hours total)

- Twenty 90-minute audio tapes of his $6,000 advanced seminar—the complete, uncut minute-by-minute seminar, with

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every utterance of Jay caught on tape. This is where Jay really got down and dirty with the most lethal and effective techniques he has in his bag! (30 hours total)

That's an impressive pile of information and material, and the ideas, techniques and specific marketing plans revealed within this package might as well be labeled **"BLUEPRINT FOR PROFITING IN A RECESSION!"** But it isn't all that's included in this amazing package. There's also a rather dynamite bonus Jay is willing to part with—up to a point.

That bonus is a video tape bonanza from Jay's best $15,000 and $20,000 Protege Training Camps he held here in the U.S.—5 full video tapes of 2 hours each (total: 10 hours of viewing pleasure) featuring advanced hot seats, the specialized Ad Clinics he held, plus "fly on the wall" segments from the most heated interactions among Jay and the proteges.

Let me tell you, I have some inside knowledge about those mega-buck training camps Jay held, and if these videos don't absolutely astonish you with what transpired and what was learned and shared, then I don't know what will.

How Much Does All This Cost?

Well, how much do you feel it should cost? To attend the seminars personally, you would have had to fly down to Australia, pay exorbitant hotel and restaurant prices for three or four days, fly back there a month later, fly back again a little while later, and then fly back one more time for the Advanced Course. I get dizzy just thinking about pulling all those "g's" going up and down in jets. The cost of attending the seminars alone would have set you back $5,000 three separate times, and $6,000 the last time: $21,000 total just for attendance fees. (The air fare would have been in the gazillions of dollars.)

And besides all that, how much is your time worth? Taking out the three-days-plus-travel-time for each seminar, for me, would have been one expensive little adventure.

The whole package Jay has costs less than one-tenth what the attendance fees were. You pay just $1,840. You get an 18-month money back guarantee. And you get to keep the video bonus even if you do ask for your money back.

Is there a catch to the offer? Yes, there is. But I think it's a reasonable one. Jay is willing to guarantee this Aussie Boot Camp Tape package—what he calls the single greatest teaching performance of his life caught on tape—will give you the ideas, concepts and workable techniques necessary to earn your business at least 10 times your purchase price: that's $18,400 in profit

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within the 18-months of the guarantee. But you have to prove you tried—in other words, because the information Jay offers is so specific and explicit and full of detailed examples of how to use it in recession-plagued markets, Jay wants to see proof of how you put his teachings to use.

That's a fair and reasonable guarantee. You get 18 months to look over the entire package—the tapes, the videos, the other material—and put the best info to use for your own profiteering. Remember, it only took the Aussies who attended the Advanced Camp about six months to generate an average of $100,000 in the worst recession they had ever experienced. If that holds for you, you could make your "ten times" guarantee in about two months.

Obviously, this deal is for serious business owners and entrepreneurs who are eager to shore up their defenses and find new avenues of profit during the recession. I don't care what type of business you're in, or how pathetic your particular market is right now. I believe this package of Jay Abraham's is the real thing. And remember... **THE RECESSION HERE ISN'T GOING AWAY ANYTIME SOON!** That's why I'm urging you to try this offer.

Call my office at **1-800-327-0028** right away and ask for **Maggie**. Tell her you want to purchase **Jay's Australian Boot Camp Tapes** and we'll take care of everything else.

Sincerely,

Gary C. Halbert

P.S. Jay has informed me his office has exactly (his words) 500 sets of the bonus video tapes and that is all he is going to throw into the deal. When those 500 sets are gone, there ain't no mo'. So it's first-come, first-served on that part of the deal—and remember, you get to keep those videos even if you ask for a refund of your $1,840.

P.P.S. On that note, Jay is also throwing in another bonus you can keep regardless of future actions (and of which he tells me he has plenty in stock). It's an encyclopedic "mini-library" of consultation transcripts Jay did for fifty

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different business owners and entrepreneurs, and boy-oh-boy is this stuff ever fascinating (and profitable!) to read.

Let me tell you something about Jay's consultations. For years now, his standard rate has been $2,000 an hour for consultations and people have gone to a lot of trouble to take him up on that deal. I understand he just recently upped his rate to $3,000 an hour and the fact that the line to see him has not diminished should tell you there is substance to Jay's consultation abilities. I've witnessed Jay in action (as you will in the tapes) and it's something to see: Once his hyper-active mind gets going, the ideas and plans and schemes just pour out and his mouth often can't keep up with his thoughts. You can almost hear the wheels spinning and whining in his head as he zeroes in on the problem with "Smart Bomb" accuracy and then tears up all barriers to profit with the frenzy of a Rottweiller on speed.

There's no way you could sit through one of these consultations and take notes. No one can write that fast. That's why the written transcripts are so valuable.

Now, the consultations transcribed in these special 5 volumes were part of a very unique deal—the consultees agreed, for a steep 50% discount, to allow Jay to share the transcripts of their consultations in writing. And, since Jay knew these particular talkfests were going to be chiseled in stone for all to see, he was psyched to bury these clients under an avalanche of information and ideas and techniques.

What this means for you is the opportunity to examine Jay's ability to solve business problems in the most logical, step-by-step and blow-by-blow method imaginable. You can peek inside the "guts" of dozens of other businesses and learn things about breakthrough marketing you could never be exposed to in a century of "hard knocks" dealings. And, as you must know from my newsletters, I count myself among those experts who say you can learn as much from the successes (and failures) of businesses unrelated to yours as you can from your most look-alike competitors. It's a dynamite way to short-circuit the myopic effects created from dealing, year after year, with only your particular business.

What's more, if you've ever wanted to expand or try a new area of business, these glimpses into the deepest details

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of other businesses are equal to any four-year marketing education you could get at a university.

That's why Jay segmented these volumes into five major categories: Retailing. Service businesses. Wholesale, Industrial and Commercial. Professional. And Non-Traditional or Speciality Situations. Everything from insurance salesmen to travel agents to industrial engineers to accountants to publishers to hardware stores to investment bankers to surgeons to lawyers to lumber companies to phone companies to toy manufacturers to artists and teachers and car towing and catering and makers of speciality ski equipment. And two dozen more marketing niches. It's like taking a cross-section of American small and medium businesses and turning their most intimate and perplexing problems into a "soap opera" of confessions and joyful resolutions.

You'll see how Jay blueprinted "quick fixes" for companies bleeding money... how he set up whole new ways to milk existing customer bases, create new markets and put new twists on old products... how he reduced high refund rates, did "end arounds" on the competition, analyzed the real worth of each customer... and a hundred other things to bolster any sagging business and open the floodgates of customers for new ventures.

Jay sold these volumes by the pile for $295 each or $925 for the set of five. Even at those prices, these books were a bargain—the combined cost for the consultations was over $50,000 (and, without the generous one-time-only discount Jay offered, it would have been $100,000)! But for you, they're absolutely free... because you are one of my subscribers, you are one of the few qualified people Jay feels can understand the true value of this entire incredible offer.

There's an awful lot of stuff here for you and I feel it's all important enough to urge you to give it a look-see right away. All the risk is on Jay—if you can't turn his "recession-proof" marketing ideas into gold for your own business or service, you get your money back. You have a long time to try it out. And, you get a library full of extra material you get to keep even if you decide Jay's stuff isn't working its magic for you. This is a good deal, my friend. This is a <u>very</u> good deal.

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THE GARY HALBERT LETTER
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FAX
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From:
Key West, Florida
Monday, 9:21 a.m.
March 23, 1992

Don't let the kids see this

"If James used the effort toward his studies that he uses to be humorous, he'd be an A student."

—from **Jay Leno's** fifth-grade report card, quoted in Time magazine.

Dear Friend & Subscriber,

Today, we're going to discuss the "Halbert Index."

The Halbert Index is a totally unique way of classifying people. To be at the top of the Index you must have the following: (1) you must have a life, (2) you must have a sense of humor, (3) you must have intelligence and be an independent thinker, (4) you must be a generous and giving person but, at the same time, (5) you must refuse to take shit from anyone who doesn't have a gun to your head, (6) you must be willing to take chances and cheerfully accept losses, (7) you must have the capacity and courage for true intimacy with your loved ones, friends and sometimes even your associates and strangers, (8) you must be wealthy always in your mind and therefore, very often in your pocket, (9) you must be honest and have integrity not defined by laws but rather by the inner-core of your being and finally, (10) you must have a relationship with a higher power (nicknamed "God") that does not necessarily include and/or often transcends any association with an organized religion. What have I described here? Simply this:

A Player!

Listen, I have found my newsletters, my speeches and my personality seem to be like a giant meat cleaver cutting through the sea of humanity and separating those who have any type of contact with me into two very distinct groups. One group is made up of zestful, hard-working, risk-taking, fun-loving players and the other group consists of losers unable to laugh at themselves and who are scared witless at the idea of taking risks.

Losers (those poor souls at the bottom rungs of the Halbert Index) have a number of common characteristics: (1) they are generally spectators instead of players and, moreover (2) they are usually critics who revel in grading people with whom they can't compete, (3) sometimes they have financial wealth (most often they don't) but they are always poor in their minds, (4) they get their pseudo self-esteem from the grades given to them by others and have no innate "sense of being" nor a core of natural integrity, (5) they think they have a sense of humor but they don't since they can only laugh at jokes made at the expense of others and they fail always to see the ludicrousness of much of their own endeavors, (6) they

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often have intelligence in a technical way but almost no ability whatsoever for true independent and innovative thought, (7) they lack courage and will study and "rehearse" endlessly but will avoid at all costs ever letting the curtain come up unless someone else has agreed to star in the play, (8) they don't understand true morality and therefore they are much more concerned with what's legal rather than what's right, (9) they will be as obnoxious and abusive as possible to those under them but will kiss ass like crazy to curry favor with their superiors, and finally, (10) many of them will have college degrees but will never recognize these degrees as the silly jokes they are and are unable to grasp the vital fact that all true education is self education.

Basically, what we have here is a group of losers who are permeated with a small-minded, mean-spiritedness that vacuums out the vitality and zest of those around them. You may be interested in knowing there is a scientific way of describing these people. Here it is:

They Suck!

Well, so what? What does all this have to do with you, with marketing and with making money?

A lot. You see, as a general rule, it is always easier to do business with and market stuff to people very high on the Halbert Index (players) and this is especially true in an economic slump. Why? Simply because, no matter how bad the economy gets, these people will never succumb to a "depression mindset." A depression mindset is a sales killer. People who have it (more than 90% of our population) are running scared and have totally lost the belief (if they ever had it) they have the ability to fashion their own futures. They believe their fate is up to the economy or whatever politician gets elected or whether or not they can get a "good enough grade" from some employer or educational institution. Almost everyone high on the Halbert Index is a reader and virtually none of them are heavy TV viewers. You see, almost all real wisdom comes from printed material and the streets; practically never does even a smidgen of it come from TV broadcasts.

Want to know where else it doesn't come from? Schools! Basically, our school system teaches people to obey, not to think. There are seven principal lessons taught by the school systems in the United States. They are confusion, class position, indifference, emotional dependency, intellectual dependency, provisional self-esteem and that "no one can hide." This is a national tragedy. You see, genius is an exceedingly common human quality, probably natural to most of us and...

Our School System Works To Inhibit This Natural Genius Rather Than Release It!

School is a jail for children. The school system doesn't need to be revamped, altered or tinkered with... it needs to be destroyed. Consider these facts: (A) our nation ranks at the bottom of nineteen industrial nations in reading, writing and arithmetic. (B) The world's narcotic economy is based on our consumption of this commodity and (C) our teenage

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suicide rate is the highest in the world. The truth is, our schools don't really teach anything except... how to live your life as a loser.

Doesn't that sound just like the rhetoric you'd expect from a maverick like me? Well, it's not from me. Everything you've just read about the school system in America comes from a new book titled *Dumbing Us Down* written by John Taylor Gatto who is one of the most respected teachers in the world and who has won numerous awards including the 1991 award of the New York State...

Teacher Of The Year!

If you've got kids you'd better read this book. It'll open your eyes, make you want to puke and, for sure, if you're anywhere near the top of the Halbert Index, it'll cause you to immediately consider pulling your kids out of school. Here is what kind of children, according to John Taylor Gatto, our school system is producing: (1) Children who are indifferent to the adult world. (2) Children who have almost no curiosity. (3) Children who are cruel to each other and lack compassion for the misfortunes of others. (4) Children who have a poor sense of the future. (5) Children who have no sense of, or interest in, the lessons of the past. (Basically, the exact moment these kids are in is the boundary of their conscienceness.) (6) Children who cannot deal with intimacy or candor.

Mr. Gatto has much more to say than I can summarize here but, there is one sentence in his book that virtually leapt off the page at me...

"The Richer The Kid, The Less Television He Or She Watches!"

Whatever. Whatever. Whatever. Where am I going with all this? OK, listen: There are two basic types of businesses that do well in an economic slump. The first type of company would be a well-run giant conglomerate with monstrous purchasing power enabling it to buy and sell staples (and other commodities Americans feel they can't do without) at the lowest possible prices. The best example of this type of business would be Wal-Mart which, last year, during the most disastrous holiday retail season in 30-years, posted an <u>enormous</u> gain in gross sales and profits. You know, when a new Wal-Mart comes to town, the other retailers go into a panic. And rightly so. Because... no local retailer can hope to even come close to Wal-Mart's prices. Not only that, Wal-Mart is mostly employee-owned and thus offers superior, courteous and <u>concerned</u> service. Plus, they are hyped by none other than Paul Harvey who can arguably be considered the most-trusted product pitchman in America.

Is it any wonder Wal-Mart is the largest retailer in the world?

All this has created a curious and profitable niche for one sharp guy who, when Wal-Mart announces it's coming to town, goes around and counsels the frightened local retailers. Basically, what he tells them is... don't even think about competing with Wal-Mart on a head-to-head basis based on price. Instead, he tells them they <u>must</u> start offering unique <u>customized</u> products along with unique <u>customized</u> services. I go along with this advice. However, for you, dear reader, I want to illuminate another idea that can make the above advice perhaps 1,000% even more profitable! What I

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want to impress upon you, is, if possible, you should endeavor to confine your selling efforts to...

Players With Money!

Why, should you, if possible, confine your selling efforts to these people? First of all, it is easier to sell something to someone with money because of the obvious fact that person has the money to buy what you're selling. If you've got a $500,000 house for sale, it doesn't matter how appealing the house is if the family you're pitching has a pitifully low total income. On the other hand, people with money are easier to sell to and... not just because they have money. You see, another reason these people are easier to sell to (as compared to the masses) is because the fact they have money usually means they also have an important character trait most of the "sheep" out there don't possess. Namely...

They Have The Ability To Make A Decision!

And, without talking it over with their spouse, their lawyer, their CPA or their mommy. Usually, people with money got their loot because their lives are filled with independent thought and movement. These people with a high Halbert Index also possess another rare commodity. Namely... the ability to recognize true value. In other words, yes, it's true these people are easier to sell than Joe Average but... only if you offer true value!

Reflect, for a moment, on what I sell. This would include a high-priced, rather arrogant newsletter, expensive seminars, expensive videos, audios and printed information packages, client services, etc. Who won't buy my material? Basically, stupid, lazy people who relate its value to how much it weighs and how much "bulk" they receive. Who does buy my material? The answer is easy...

Players With Money!

Want some proof? Recently I did a per capita analysis of the readers of my newsletter by State. The ten States with the highest per capita readership of this letter are: (1) Vermont (2) Texas (3) Nevada (4) Colorado (5) Alaska (6) Arizona (7) Utah (8) Washington (9) California and (10) Hawaii.

The ten states with the lowest per capita readership of this letter are: (1) West Virginia (by far, the worst of all; could this have anything to do with the fact I was born there?) (2) Kentucky (3) Nebraska (4) Mississippi (5) South Dakota (6) Tennessee (7) South Carolina (8) Iowa (9) North Dakota and (10) Louisiana.

These two groups of States are separated by a dramatic difference in per capita income. Want to know the difference in the average four-member family income from the highest State (Vermont) to the lowest (West Virginia)? It's a staggering $14,800. And get this: The per capita readership of my newsletter in Vermont as opposed to the readership in West Virginia is...

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900% Higher!

Pay attention here. This has meaning for you! Remember what Willy Sutton said when asked why he robbed banks? "Because that's where the money is!" So, to get to the bottom-line here's what I'm suggesting: If you haven't done so already...

Start Thinking About Developing High-Priced, High-Profit Products And Services With Enormous Value!

And secondly...

Start Thinking About Selling The Above To... Players With Money!

Pretty simple concepts, aren't they? But, simple or not, this kind of thinking can separate you from the poverty of the brain-dead masses and catapult you into the ranks of those lucky folks who enjoy total financial freedom. However, to help you implement these concepts, I feel I need to give you some tips on: (A) what to sell to these people and (B) how to locate them.

First, what are "PWM's" (Players With Money) most likely to buy? Well, for openers, they are extremely willing to shell out money for what they did not get in school. Namely: An education. PWM's learn very early almost nothing taught in school has any commercial value whatsoever. For one thing, our school system teaches absolutely nothing about how to be an entrepreneur. And, of course, almost all PWM's are entrepreneurs. They have to be. After all, being an entrepreneur is almost the only way to make truly serious money either here or in any other country in the world. So, what kind of education does an entrepreneur need? For sure, he needs an education on "How To Sell" because, none of his high-school or college classes even touched on this subject. So, PWM's make up the largest segment of the market for books, seminars, video tapes, audio tapes, lectures and anything else that can help them become more skilled in the art of selling. They also make up the largest share of the market for information on other money-related matters such as time management, how to invest their profits, international currency fluctuations, stock and commodity speculations, reducing their tax burden and so on.

What else besides education are PWM's eager to purchase? This: They are also eager to purchase... INSPIRATION! I don't mean phony/baloney types of inspiration like the horseshit sold by televangelists. Nor do I mean stupid tapes with hidden "subliminal" messages (they've been proven not to work) that supposedly bombard your mind with positive "you can do it" rah, rah types of messages. No, the type of inspiration I'm talking about is the kind you get from listening to the experiences of other PWM's who have made it big by overcoming the same types of obstacles all of us have to face with deadening regularity. True inspiration, effective inspiration is more than just an hyper-excitable speaker who is able to froth a room full of people into a frenzy with empty "pump up" catchy phrases.

For example, I think guys like Zig Ziglar do some good but mostly, they

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leave people all dressed up with no place to go. They get you all enthused but they don't give you any specific blueprint that tells you how to profitably harness that enthusiasm. If you want to get some real inspiration, the best source is listening to a talk by a person who started out with nothing except the handicap of 12 or 16 years of schooling and then hearing him explain step-by-step in minute detail how he overcame this deadening handicap and went on to become a PWM in the field of his choice.

By the way, speakers at multi-level rallies give the illusion of doing this but, after they've got you all enthused, they give you a specific plan that makes them money and sends you off into activities that are often illegal and always stupid. I've said it before and I'll say it again. MULTI-LEVEL MARKETING SUCKS! Not just some of it, all of it. By the way, I heard in a speech by Dan Kennedy the average annual income of an Amway distributor is a whopping $32.00!

Enough of that. Simply said, the kind of real inspiration PWM's are willing to purchase is provided by articulate experts who have become successes in their chosen endeavors and are willing to share their knowledge.

OK, what else will these successful, moneyed people purchase? Value. These people are not promiscuous with their money; they will spend but... not frivolously. Take automobiles for instance. You won't find most players driving Fords, Chevys, VW's etc. On the other hand, I don't think many of them drive cars like Ferraries, Maseraties and Jaguars either. Those cars represent very poor value. They depreciate faster than a politician can make excuses, they are extremely uncomfortable, they have frequent and enormously expensive breakdowns and there is no place on any American highway where it is legal to drive them at the speeds they were intended to be driven. In other words, instead of value, what they actually are is high-priced toys usually bought by...

The Children Of Players With Money!

My guess as to what most of the real players buy are cars like Cadillacs (just voted car of the year), Buick Roadmasters, Mercedes and Lexus sedans. These are all automobiles that are safe, comfortable, luxurious and have a very high resale value. In other words, they represent an intelligent choice, not a stupid gesture.

What I'm trying to illustrate here is PWM's will spend and, spend big but... they won't spend stupidly. Another thing to remember is these people care about substance, not window dressing. When I sell my information, I don't "dress it up" much. My videos for example are raw. I don't concern myself with "production values," adding chintzy canned music to the sound track or clever graphics and cute special effects. What I do concern myself with is providing substance and, I hardly ever get a complaint about my materials.

What else will intelligent, hard-working people with money buy? Another big category is... services that save time! All truly wise people realize time is the most precious commodity they possess. And, it is this commodity they are least likely to squander. Do you realize many people who pay

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to have me write copy for them can do it damn near as well as I can? So why hire me? Because, it frees them up to have time to get on with the crucial job of running their businesses.

As a general rule, nobody with wisdom ever does anything business-related he can hire someone else who is honest and competent to do for him. Dumb people (losers) gloat about all the money they save by doing things themselves instead of paying someone else to do that same job. Smart people (winners) are always ready to cheerfully cough up fungolas to buy time. For example, I went to the last Rolling Stones concert in Miami. I sat center stage in the second row. My tickets (obtained from a ticket broker) cost me 10 times as much as most of the people around me paid because... they were willing to stand in line up to 14 hours to get the seats they wanted. Poor me. I guess I blew around $8.00 per hour. What a sucker I am!

Players value time. If you want to market to them consider a business providing meals (good meals) delivered to them. Consider a business that sends masseurs to their corporate offices to give executives and employees a tension-reducing shoulder rub. Consider a car wash business that does the job where the player has his car parked when he is working. Organize an executive typing service where players can dictate their correspondence into a phone and then have the letters delivered to them for their signature.

Etc. The possibilities are endless.

But where do you find real players? How do you get to them?

Obviously, players are different from non-players. They drive different cars, live in different neighborhoods, eat in different restaurants, attend different functions, etc. One of the biggest differences is...

They Read!

Sure some non-players read also but, what they read is very different. Mostly it consists of self-help books written by dummies with Ph.D.'s (piled higher and deeper) after their names, or publications that offer up a lot of gossip and "quick fixes" that are laughable to anyone with half a brain. Want to know what kind of publication is read by a higher percentage of players than any other type? It's... newsletters! No, it's not just this one either. Many real players read several newsletters every month. Why? Because, newsletters, by their very nature, offer stripped-down, no-bullshit info that can be grasped, digested and... implemented very quickly. Also, make a note of this: Real players who are by definition, people with at least a modicum of wisdom, would rather pay $600 per year for 100 pages of real info than $9.95 for a book containing 300 pages of misinformation and fluff.

So, one way to find players is on the subscription lists of newsletters. Players also, often read financial publications such as the *Wall Street Journal, Barron's, Investor's Daily*, the *International Herald Tribune* and the *Financial Times*. Plus, they read books on selling and... on how to achieve excellence. Also biographies of successful men and women

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who have gamely overcome obstacles to succeed big in their chosen occupations.

Anyway, you can reach players by advertising in such publications or renting mailing lists of people who buy them. You can also work with a good mailing list broker and have him ferret out for you lists primarily made up of high-income people. These might include Cadillac, Rolls Royce, Buick, Mercedes, Lexus and other expensive car owners. It might include lists of people who live in expensive homes or own power boats over 36 feet long or private, multi-engine aircraft. But, you know who the people are who are most likely to be at the very top of the Halbert Index? It's very simple...

They Are Business Owners!

Business owners represent about 6% of our population (there are about 15 million of them) and it is within this 6% where most of the PWM's reside. The others are mostly retired business owners. And, blessing of all blessings all you need to locate them is... a phone book.

By the way, did you know that businesses that sell to other businesses are about 500% more likely to succeed than businesses that sell to consumers?

Look, I realize all of you can't simply drop everything you're doing and close down your bakery or flower shop and open up a "we deliver" car wash service. On the other hand, this issue should surely have given you much food for thought that hopefully will have a positive influence on your future decisions.

That's it for now. Chow. I know, I know. It's supposed to be spelled "Ciao." Whatever.

Sincerely,

Gary C. Halbert

P.S. I'm sure you've noticed there is a separate pink sheet of paper included with this letter. That pink sheet of paper tells about a product that could save your life or perhaps the life of one of your loved ones. The people who created this product have no idea I'm giving them this generous plug and, just in case you're wondering, I'm not making a nickel by doing so.

P.S. #2 Many people keep asking when I'm going to have another seminar. Not for a long time. Probably, at least, not for another year. However, in May, I will be teaching from the 11th to the 14th at another seminar (it's dirt-cheap compared to what I charge for mine!) being given by one of the sharpest marketing men I've ever met. If you decide to attend because you read about it here (see info enclosed) be sure to tell them so because... that will entitle you to a mystery gift (called "The Halbert Bonus") which the other attendees will not receive.

Peace.

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THE GARY HALBERT LETTER
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From:
Key West, Florida
Wednesday, 9:01 A.M.
April 27, 1992

Dear Friend & Subscriber,

Today, I am going to reveal to you a formula that can make you rich. It is...

$$QP^1+QP^2+RR=MF$$

I'm going to begin the explanation of this formula with a couple of observations. First, it's no secret from anyone anymore (not even President Bush) that the United States is experiencing a terrible economic slump and millions of people are out of work. My second observation is: In spite of this, there are some people who never have to worry about being unemployed.

One example is a first-class secretary. You show me a woman (or a man for that matter) who can take shorthand, type flawlessly at a rate of 100 words per minute, is an expert at office organization and filing, who has an excellent phone personality and I'll show you someone who never has to fear unemployment. The best example I know of this type of person is my personal assistant, Theresa. Even here in the Keys where quality jobs are scarce as hen's teeth, Theresa could leave me and find another high-paying job in the blink of an eye.

She knows it and I know it and she's a member of one of the smallest, most elite groups of people in the world. Namely...

People Who Can Boss
Gary Halbert Around!

Another example: A world-class bartender. To be one of these birds, you've got to be able to mix dozens of different drinks, calculate bills and make change with lightning speed, finesse drunks and potential troublemakers with a variety of verbal "chill pills", memorize the names of preferred drinks and idiosyncracies of hundreds of people, remain cheerful no matter what is happening in your life and, in general, understand human nature better than any shrink could ever hope to.

The best example of this is my friend, John Barrile, who

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works at the Waterfront Bar about 50 yards from my "hideout" apartment in Marathon, Florida.

One more example: A world-class copywriter. Want to know who the best copywriters in the world are? They are people like Drew Kaplan, Joe Sugarman, Ben Suarez, Ted Nicholas,the late Joe Karbo, Sam Kendes, Bill Myers, Don Beaver, Mark Haroldson, Howard Ruff and...and...and oh heck, I could name a hundred others. And guess what all these people have in common?

You Can't Hire Them!

To understand why, you need to understand how these folks got to be so good at copywriting because.. all of them went through the same process. First, they didn't start out to be copywriters; they started out as businessmen. Howard Ruff started a financial newsletter, Joe Sugarman became an expert on electronic gadgetry, Don Beaver started an industrial manufacturing plant and so on.

Anyway, to illustrate the process all these people went through, I'm going to use Sam Fishbein as an example. Sam and his lovely wife Leslie started out in business by opening a furniture store. After they got going they started to seek out some advertising experts who could help them increase customer traffic. What they soon discovered (just like all the rest of the aforementioned people discovered) is they couldn't find anyone who could help them. Oh yes, Sam found plenty of people who could create "clever" ads and "eyecatching" envelopes and cutsie "attention-getting" TV and radio commercials but... nobody who could produce sales. So, what Sam did, as did all the others, is... he set out to learn how to do his advertising himself. It took a long time, there was a lot of trial and error but eventually, with the help of the tiny handful of good books on this subject (Scientific Advertising, The Robert Collier Letter Book, etc.) Sam became one of a very rare breed:

A Copywriter Who
Can Produce Sales!

Sam has become so good, he can often write just one ad or sales letter that will produce hundreds of thousands of dollars in sales from which he will make an enormous profit. So, when it comes to writing copy, why should Sam write for you? Could you afford to even come close to paying him the same amount of money he would get for doing it for himself?

Absolutely not!

And the same is true with Sugarman, Suarez, Beaver, Kendes and all the rest of them. What you should look for, if you want to hire a copywriter is, a guy who started out to be a businessman, then found out there was no one he could hire to

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competently write copy for him and then learned to do it himself and then... got tired (or found he wasn't good at) of running a business.

What's the point of me telling you all this? You'll find out in a moment, but first, I want to talk to you about the automobile industry. As you surely know, the auto industry is in a terrible slump. However, there are two American cars that are selling as fast as the makers can produce them. One is the Buick Park Avenue Ultra and the other is the new Cadillac STS. As far as the STS is concerned, here's part of what an article in the Robb Report had to say:

"Sales of the Cadillac Seville (STS) were so good General Motors Hamtramck, Michigan assembly plan couldn't keep up with the demand."

So... a first-class secretary, a world-class bartender, a world-class copywriter, the Buick Park Avenue Ultra and the new Cadillac STS Seville... what do they all have in common? It's this: They can all be designated as a QP1 which is the first ingredient of the formula I'm introducing to you here. QP1 stands for...

A Quality Product!

To make my formula work, you must have one. If you do not, I'd advise you to stop looking for ways to sell what you have until you modify it in some way (or else dump it totally) or come up with another product that represents enormous value for money.

Anyway, in order to keep going here, I'm going to assume you already have a QP1. Next you must add to this the second part of the formula which is QP2 which stands for...

A Quality Prospect!

Last month, I discussed at length, PWM'S or "Players With Money." PWM's are quality prospects for all sorts of quality products or services. But, a person does not have to be a PWM to be a quality prospect for many things. For example, plain old fat people (porkers) are usually quality prospects for any good reducing plan. (Lordy, Lordy, I wonder what the yearly gross for Slim Fast is?)

Recently, I did a telephone consultation with a very nice man who used to be a probation officer. His product is a book that reveals how someone just convicted of a felony can get probation instead of doing time. His product was excellent but, he was so close to it, he was targeting it to the wrong audience (criminal lawyers and law professors) and offering it at the wrong price ($12.95) which is perhaps 1/10 or even 1/100 of what he should be selling it for... providing, of course, he would be

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offering it to quality prospects who in this case are...

Recently Indicted Criminal Defendants!

Or, those who've already been convicted! Do you have any idea what a criminal defendant would be willing to give up to get probation instead of prison time? The answer is... everything he's got!

OK, so once again, in order to move along, let me assume you already have both a quality product plus a pool of quality prospects. Now Buckwheat, to maximize the potential of this situation, you must add the third and magic ingredient of my formula which is RR which stands for...

Risk Reversal!

Risk reversal is one of the most powerful selling concepts ever conceived. Here is an example of how it works. Let's say you're in the market for a horse. You've narrowed down the horses you're interested in to two which are owned by two different people. The first guy says to you, ***"I'll sell you this horse for $2,000,"*** and then he proceeds to give you a run-down of all the wonderful qualities of his nag. The second guy also extols the merits of his beast but then says, ***"Look, the only way to know if a horse is right for you is to keep him and ride him for awhile. So, why don't we do this? I'll give you this fine creature to keep and ride for a week at no cost or obligation whatsoever. At the end of the week, you might just love this critter as much as I do and you can write me a check and keep her forever. On the other hand, if Ol' Bessie here doesn't please you, just give her back to me and we'll shake hands and part friends and go our separate ways."***

Which guy is going to sell you his horse? It's obvious isn't it? It's the guy who let you "test drive" her... totally at his risk!

That's what risk reversal is all about. Look, we live in a world of highly paranoid and skeptical people. And... there is plenty of justification for all this paranoia and skepticism. Our politicians are crooks and liars, many of the products we buy are junk, the services we pay for are laughable and, in general, we live in a world of mediocre people, products, and services. And "mediocre" is putting it mildly. Know this: Now, more than ever...

People Are Scared To Spend Their Money!

And rightly so, my child, rightly so. But, if you really, really do have a quality product, one that gives immense value

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for the price you charge... and... you have identified a pool of people who are real honest-to-God quality prospects for what you're selling... then, using the techniques of risk-reversal can make you rich!

Here are some of those techniques: Remember way back when... when Joe Karbo was running his Lazy Man's Way To Riches Ad? That ad was amazing. I personally have never had an ad that could run profitably in the same newspaper more than three times. Yet "Lazy Man" ran hundreds of times in the Los Angeles Times and often...

It Ran 3 Times A Week!

What was Joe's main secret weapon? Risk-reversal. If you'll recall, he said you could post-date your check for 30-days ahead which would give you plenty of time to receive and read his book. Then, if you didn't like it, you could return it and Joe would send back your uncashed check.

Risk-reversal, risk-reversal, risk-reversal.

In the old days when most American cars were really something special, savvy car salesmen would say this, ***"Hey, Mr. Smith, don't make up your mind now. It's Friday. Take the car home with you and use it all weekend. Bring it back on Monday and, if you like the car, we'll make a deal. If not, we'll shake hands and part friends."*** (By the way, can you imagine how hard it was not to buy that shiny new Chevy after you'd spent a weekend showing it off to your spouse, kids, friends and associates?) But, it costs a lot of money to buy a car. It's the second largest purchase most Americans ever make. It's scary. But, by letting you keep the car for an entire weekend, those savvy salesman dramatically increased the odds of selling you.

Risk-reversal, risk-reversal, risk-reversal.

Another example demonstrates what I think of every entrepreneurial minded chiropractor, medical doctor, optometrist, attorney and many other professionals should do. Namely: they should offer free medical exams, eye exams, legal consultations etc. Why? Look, no one will go to a lawyer for a free legal consultation who does not have a legal problem. And, if he likes what he hears during the consultation, he'll probably end up spending thousands with that attorney. Do the math. How many free 1/2 hour consultations can a lawyer afford to give to snag one new client.

Plenty!

The same is true with optometrists and other medical professionals. I think a smart optometrist should offer all first-time customers a totally 100% free eye exam. Look, no one

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will come to have his eyes checked unless he thinks his vision needs correction. And, if it does... and... if the eye doc has his post exam rap down pat... that guy is going to buy his glasses, contacts or whatever from the kind doctor who examined him.

Risk-reversal becomes a much more palatable concept when you begin reflecting on the average worth of a customer to you. You know, I've been reflecting a lot on that myself lately. You may not know it but, over most of my career, I've been very selective and unusually reluctant to take on new clients. Mostly, I've only wanted to write copy for myself or for companies in which I had a financial interest. However, I've recently been reflecting on how much money I've made by creating "killer" campaigns for clients. One guy paid $1,200,000 in commissions for an ad I did in three days. Another client paid me commissions that got as high as $126,000 for one month. I can't even remember how many hundreds of thousands the Borgnines paid.

And so on.

The point is, the amount of money I can make from just one good client is almost obscene. And guess what? When I do work for a client, I don't have to run the business and do all the other dreary crap that goes along with it. No, all I gotta do is create the advertising and then cash my monthly checks. So, finally, after nearly 24 years, I've decided to actively go after clients with a vengeance.

But my clients have to be very special people. They have to be savvy, well-funded, likeable and possess a good sense of humor. And that's just for openers. So what did I do? You probably already know. I'm putting out the word that if there is a realistic possibility I can do business with someone, I will pay all expenses for that someone to come to Key West to discuss his project with me. Does this seem foolhardy to you. It's not because, usually, when I take on a new client...

It Becomes A Jackpot
For Him And... A Jackpot
For Me!

And, just one "jackpot" can repay every penny I shell out to bring over a hundred people (way over) down here to Key West for a free exploratory consultation with me.

Risk-reversal, risk-reversal, risk-reversal.

At one end of the spectrum of risk-reversal is a simple iron-clad, money back guarantee. At the other is a no-holds barred, no-obligation free trial. In between, you can offer to let people post-date their checks or work out some other way their payment gets put in "escrow" until they are sure they are

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satisfied with what they are buying.

Risk-reversal is truly one of the most powerful concepts you can use to create sales... but... you must not use it recklessly. Here's a true story that will illustrate that point: once upon a time I was trying to sell a book through full-page mail order ads. The ads didn't work. It never made a profit. Then, I changed the offer a la Joe Karbo and told the readers of the ad I would hold their checks and/or not process their credit card charges for 30 days. Once I did that, the ad did start making a profit.

So... I decided to take it a step further. I ran a full page ad in Denver and told the people to "send no money" because... I wanted them to discover how wonderful the book was before they decided to keep it and pay for it. That ad did not work. It didn't even come close. What happened, of course, is... the ad flushed out hordes of people who were not quality prospects. It flushed out all the wannabees and free loaders.

Yes, risk-reversal is an extremely powerful sales tool but... only ... when used with quality prospects. And, of course... only... when you're selling a quality product. Go back to my example of those two guys trying to sell their horses. What if the guy who said go ahead and keep old Bessie and "test ride" her for a week... what if Ol' Bessie was a broken down, decrepit creature who could hardly walk, let alone break into a gallop?

Risk-reversal wouldn't have worked then, would it? I want to stress it over and over until I burn it into your mind...

Risk-reversal Won't Work Unless
You Have Both a Quality
Prospect... And... A Quality Product!

But, if you do have the above then you're gonna be a happy chappy cause you're gonna make... mucho fungolas. And so, my friends, the translation of my formula **QP1 + QP2 + RR = MF** is...

"A quality product plus a quality prospect equals mucho fungolas."

What should you do with all the insights I've just given you? You should put on your thinking cap and ponder how to use these concepts in your own situation. Should you be allowing people to pay with a post-dated check? Should you be offering free eye examinations? Should you be offering free initial consultations to potential legal clients? Should you be letting people "test drive" your product? A no-obligation test drive? Should you be saying to Mr. Big Bucks who needs a first-class secretary... "Let me work for you free for 1-week so I can show

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you what I can do."?

Should you be saying, "Hey, if you're serious about becoming a client I'll pay all your expenses to come to Key West so we can talk about it."?

And so on.

By the way, if you're thinking about taking me up on my "free-trip-so-we-can-discuss-it-offer: don't mess around thinking it over for too long. I'm not jiving you when I tell you I'm getting booked up very rapidly. The point is if you're interested call now. The number is (305) 294-8425 and you should ask for Theresa.

Whatever. Now, I'm going to switch gears. Guess what I've decided to do?

I'm Going To Publish
A Brand New Newsletter!

Here's why. Many people who read this letter love the ideas and concepts I reveal but they tell me they don't have a product or service to sell. Well, as you may know, I have a network of people from 29 countries who constantly feed me info and... much of this info is on new products or services that are ideal to sell by direct mail, display ads, classified ads, infomercials and so on. Mostly, this info just gets filed away and... that's a shame. Because... many of you could be selling these products or services and be making serious, serious money by doing so. So, I've decided to publish a newsletter that reveals every month... ten products or services that I think are especially hot and just begging for someone with savvy to sell them.

If you're interested in this new newsletter of mine, you can read about it on the enclosed pink sheet of paper.

Sincerely,

Gary C. Halbert

P.S. Did you notice I'm turning over a new leaf? I didn't write the word "shit" once in this entire issue!

Peace.

An Open Letter To All My Subscribers Who Are Ready To make Some Serious Money But Do Not Have A Product To Sell

Dear Friend,

As you may already know, my newsletter goes to 29 countries and is probably the most intensely read marketing publication on earth.

Because of this, every year I receive thousands of letters from my subscribers. Many of these are "fan letters" telling me how much someone appreciates the info I publish and how much money (sometimes millions!) they have made by using the concepts, ideas and inside secrets they got from me. But, some of the other letters make me sad. These are from people who have the intelligence, energy and persistence to get out there and go for it...but... they don't have a product or service to sell. Some of the other letters that make me sad are from people who think they have something hot to sell but, in fact, what they've got... doesn't have a chance of making a profit!

Look, if you want to discover or develop something that has a realistic chance of making mucho fungolas, you need to have two things going for you:

1. **EXPERIENCE:** If you've been around direct response advertising for 15 or 20 years, you become acutely aware of what sells and what does not.

2. **AN AWARENESS OF MARKETS:** If you stay up-to-date on hundreds of mailing lists (especially new ones just coming on the market) and up-to-date on the hundreds of publications and TV and radio stations that "pull," you become drawn like a magnet to new products that will fill the needs of these markets.

But...what if you want an easier (much easier) way to find a hot new product or service to sell...what do you need in that case? The answer is simple. You need Gary Halbert's new newsletter called...

HOT STUFF!

"Hot Stuff" will reveal to you, every month, new products, new services or new ideas for products and services which, in my judgement, are ideal to sell via direct mail, mail order ads, 900 numbers, TV informercials, radio spots, postcards, classified ads, free recorded messages, co-op advertising, free PR articles etc. Much of this hot stuff will be ideas for products you can "manufacture" all by yourself for pennies and then... sell them by the hundreds of thousands. For example, right now, I have seven ideas for "paper-and-ink" diet products I truly believe can suck out

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millions from the huge diet market in America! By the way, these are all ideas for ethical products that will deliver information of enormous value to anyone who has a weight problem.

Interested in cars? I've got an idea for a product that should appeal to every car owner in America... all 157 million of them!

How about looking younger? I bet there are at least 100 million people in the U.S. who would like to take 10 or 15 years off their appearance and I know just how they can do it. Trust me, someone is truly going to make a bundle with this!

How would you like to sell a video tape that already exists and you can dupe for a few bucks and sell for... ten times as much!

Would you like to have something to "roll out" that can be made almost irresistible to every college student in America?

How about something very small and very cheap you can sell for a huge mark-up that will prevent perhaps 80% of all burglaries?

How about a product that forces any golfer to hit the ball much further and much straighter? Think you could sell that? What about an almost secret method of buying or selling stocks or commodities that works better than any system ever written about in any investment book or newsletter? Think maybe you could sell a few of those? What about a product that really does increase gas mileage? Or a really neat gizmo that can reduce the size of an enlarged prostate and maybe even prevent prostate cancer? What about a set of audio tapes almost irresistible to people who want more money? A "wrinkle-eraser" that really works? A dirt-cheap product that gives balding men the appearance of having three times as much hair as they actually have? What about... oh nuts, I could go on for hours!

The point is, if you need something to sell, why not let me help you choose it so you are less likely (a lot less) to waste your money and more likely (a lot more) to end up making a veritable bushel of money!

Here are three things you need to know about my new **"HOT STUFF"** newsletter: (1) It costs less than half as much as my regular newsletter. (2) It comes out every month. (3) You get a bonus with your subscription (if you subscribe right away) that is so valuable I can't even tell you about it here in print and... I'm not kidding! Plus, if you sign up for two years... you'll get a bonus twice as valuable.

Interested? Want the rest of the details? Just call my office and anyone on my staff can fill you in on everything I didn't have room to write about here. And...since I really do believe in risk=reversal, I'll even pay for the call. Ain't I a "Prince-Of-A-Guy?" Here's the number:

1-(800) 327-0028

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Thursday, 10:06 a.m.
June 18, 1992

Dear Friend & Subscriber,

I'm going to be holding a "closed-circuit" seminar here in Key West on Saturday and Sunday, July 25th and 26th at the Casa Marina Resort.

This is the type of seminar I would normally charge several thousand dollars for if someone wanted to attend. But, in this case, it is a free seminar and only those people who are in my GHA network are invited. What this seminar is mostly going to be is, a 2-day brainstorming session on how to get clients. OK, as I said, the only attendees who will be permitted to come are members of my GHA network. However, if you'd like to come, it's possible you can if you qualify as a "special guest." The kind of special guest I'm looking for fall into three categories:

(1) People who know something about how to get clients and are willing to address the audience for 15 to 30 minutes and reveal techniques and methods they have found effective.

(2) Potential clients. Are you someone who has a project and the funding to get that project rolling and who would like to discuss that project with some of the best marketing minds available? If so, you too are welcome to come.

(3) Copywriters. Look, if I and the other people at this get together come up with some killer strategies to get clients (I bet we do) we're going to need a lot of creative help. And, just in case you are wondering, the people in my GHA network who will attend this function are players. They're not cry-babies and moaners and groaners or wannabes. They are all Lifetime Subscribers to my newsletter and they are all willing to risk time and money on entrepreneurial endeavors. Therefore, if you are a first-rate copywriter and you'd like to mingle with some people who just might be

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able to flood you with work, you are truly a horse's ass if you don't show up at this dealybop.

How do you get permission to come? It's easy. If you fall in any of the above three categories, call my son **Bond** at my Key West office and, if he thinks you're for real, we'll welcome you with open arms. By the way, just because this deal is being held at the Casa Marina Resort doesn't mean you have to stay there. Key West is a small island and, no matter where you stay, you can get to the Casa by cab in 10 minutes or less. If you're interested at staying at the **Casa**, you can call them direct at **1-800-235-4837**. The Casa must have your reservation confirmed no later than July 3. If you'd like to look into other hotels, I'd suggest you contact the **Key West Reservation Service** at **1-800-327-4831**. No matter which one you contact, please be sure to tell them you are attending the **GHA Seminar**.

By the way, this 2-day session will run from 9:00 a.m. till approximately 6:00 p.m. with a break for lunch at 12:00 noon to 1:30 and a few other short breaks scattered throughout the day. I've just given you all the info you should need but, if you have other questions, call Bond.

Now, let's see if I can help you make some money whether you're coming to Key West in July or not. What I want to discuss in this issue is how you may be able to profit (and profit big) by using what I consider to be the most underexploited advertising media in America. I'm talking about…

The Yellow Pages!

How can I say the yellow pages are underexploited? After all, they're used constantly by hundreds of thousands of business owners, right? Yes, that's true. However, I want you to think about something: Almost no one uses the yellow pages on a… national basis. And therein, my friend, lies a truly huge untapped opportunity for you to make mucho fungolas.

First, some basics! When someone is reading the yellow pages we know two things about that person…

(1) He is ready to buy something!

(2) What he's ready to buy is, almost always some kind of a… solution!

For example, I doubt anyone ever wakes up in the morning, rubs the sleep out of his eyes, scratches his ass and says, "Gee, I'm kinda bored today. I think I'll pull out the yellow pages and read the section on 'chiropractic.'" Hardly. If a person is reading the listings and ads of chiropractic physicians, you can be almost dead

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certain he is doing so because... he is looking for a solution... that will eliminate some sort of pain he happens to be experiencing.

Hmn? Let's see, how could we exploit a situation like this? One thing's for sure: Even if you and I happened to be chiropractors it would be sort of stupid for us to advertise in geographic areas far removed from where we practice. After all, it isn't going to do much good for us to advertise in Chicago if our practice is in Atlanta, now is it?

But wait. Listen up. Come closer. Anyone who is looking up chiropractors in the yellow pages isn't really looking for a chiropractor; he's really looking for a solution to the pain he's experiencing. And trust me, if you're in enough pain, you won't care how the hell you get rid of it. Whether it's a chiropractor, a pain pill, a shot of whiskey, a massage or whatever... you're not going to care what stops the pain... you're only going to care it does get stopped!

And so, liebchen... what if... what if... when a person was looking up chiropractors in the yellow pages he came across a long copy, full or half page ad with a headline which said...

New Report By Canadian Scientist
Reveals How To Stop Pain Anywhere
In Your Body Without Going To A Doctor!

And then, of course, the ad would go on to describe the report and all the benefits to be derived from reading it and how to order it simply by dialing a toll-free 800 number.

Hmn? Think it would work? Maybe... maybe... and, perhaps as an alternative, we could offer video or audio tapes instead of a written report. Maybe the ad should say "New Video" instead of "New Report." Or maybe, we should make it possible for our poor, wretched pain-wracked sufferer to get the info he needs... instantly... by dialing a 900#.

In any case, let's be optimistic for a moment and say we've run our ad in our local yellow pages and... lo and behold... it does pull in a profit. What does that mean to us? It means...

We Are Sitting On Top
Of A Fortune!

Because... there are more than 5,000 telephone books in the United States! And, if our ad works in one of them, it's quite possible...

It Will Work In
All Of Them!

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Hoo! Haa! We're starting to cook now, ain't we Buckwheat? But let's not stop. Let's keep a rollin' all night long… train keeps a rollin' all night long… all night long… train keeps a rollin' all night long.

Excuse me. I lost it there for a moment; had a song stuck in my head. What I was trying to say is… we don't have to stop with our report on getting rid of pain. No way. Maybe we can come up with a report, or some audio or video tapes or a 900# or something that offers all kinds of solutions people are looking for when they turn to the yellow pages. I have here on my desk in front of me the two volumes of the Miami telephone book and I'm going to go through them alphabetically and give you some ideas you might be able to exploit in some of the different sections:

Under "Accountants" perhaps we could run an ad whose headline says…

International Businessman Reveals Unique (And Legal) Way to Pay Zero Taxes!

Under "Advertising Agencies" our ad might say…

Marketing Genius Now Offering Free Trips To Key West, Florida For Business Owners Who Want To Make Truly Huge Profits!

Under "Airlines"…

New Report Reveals How To Fly Anywhere In The U.S. At The Lowest Possible Price!

Under "Antiques"…

50% Of All Antiques Are Fakes… Here's How You Can Make Sure You Don't Get Cheated!

Under "Apartments"…

17 Secret Ways To Find The Perfect Apartment And Get It For Half Of What You'd Expect To Pay!

Under "Attorneys"…

New Report Reveals How To Do Your Own Legal Work Without Hiring A Lawyer!

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Under "Automobiles"...

New Video By Former F.B.I. Agent Reveals How To Use Government Auctions To Buy Cars And Trucks At Dirt-Cheap Prices!

Under "Banks"...

Former Banker Reveals 7 Secret Ways To Get A Loan And Pay Zero Interest!

Under "Beauty"...

The Amazing Facelift In A Jar Used By Hollywood Stars Who Don't Want Plastic Surgery!

Under "Boats"...

New Video By Former F.B.I. Agent Reveals How To Use Government Auctions To Buy All Kinds Of Boats At Dirt-Cheap Prices!

Under "Burglar Alarms"...

The Amazing Story Of A New "Secret Weapon" That Can Protect You And Your Home From All Kinds Of Criminals!

Gadzooks! I'm getting carried away here. I've come up with 11 "fits" so far and I'm only through the A's and B's. If I don't control myself this letter will end up being 100 pages long. So, from now on, I'll just give you one idea for each remaining letter of the alphabet.

In the C's under "Chiropractic"... hey, I've already done that one.

In the D's under "Detectives"...

Amazing Video By World-Famous Private Eye Reveals 26 Ways To Tell If Your Spouse Is Cheating!

In the E's under "Employment"...

How To Get Any Job You Want In Less Than 48-Hours!

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In the F's under "Fishing"...

Hot New Lure With "Hydro-Action" Helps You Catch Your Limit Every Time You Go Fishing!

In the G's under "Golf"...

The Secret Of Perfect Putting!

In the H's under "Hair"...

Losing Your Hair? Here's How To Keep It A Secret!

In the I's under "Insurance"...

WARNING: Don't Buy <u>Any</u> Insurance Policy Until You Read This Notice!

In the J's under "Jewelers"...

At Last! A New Way To Buy Diamonds Without Paying Jewelry Store Prices!

In the K's under "Karate"...

World's Deadliest Human Finally Agrees To Reveal One Of His Most Lethal Secrets!

In the L's under "Loans"...

5% Loans With No Credit Check! Why Pay More?

In the M's under "Marketing"...

Marketing Genius Now Offering Free Trips To Key West, Florida For Business Owners Who Want To Make Truly Huge Profits! (Hey, lotsa times you can make the same offer in several sections.)

In the N's under "Nurseries"...

Amazing "Silk Flowers" Require No Care And Look So Real They'll Fool All Your Friends!

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In the O's under "Optometrists"...

**Here's How To Test Your Eyes
All By Yourself Without Leaving
Your Home!**

In the P's under "Party Supplies"...

**For A Good Time Call
Donella! (305) 294-8425**
(Oops, just kidding. I better stop now
while I'm ahead.)

In the Q's under "Quilting"...

**New Pattern Book Has Over
1,000 Beautiful Designs!**

In the R's under "Real Estate"...

**How To Buy Real Estate Anywhere
In Miami With No Credit Check
And No Money Down!**

In the S's under "Signs"...

**Easy To Use "Do-It-Yourself"
Sign Kit Can Save You Hundreds!**

In the T's under "Tanning Salons"...

**M.D. Develops New Sun Tan Pill
That Works Instantly And Has
No Side Effects Whatsoever!**

In the U's under "Unions"...

**Jimmy Hoffa Found In Alaska
Shacked Up With Elvis!** (OK, so maybe
I'm losing it a little. They can't <u>all</u> be gems.)

In the V's under "Veterinarians"...

**Six Secrets That May Double
The Lifespan Of Your Cat
Or Dog!**

In the W's under "Weight-Loss"...

(Hey, do I have to give you an idea
<u>here</u>? If you can't figure out how to
exploit <u>this</u> category all by yourself

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you better get a cat-scan to see if maybe you're brain dead!)

In the X's under "X-Ray Centers"…

WARNING: X-Rays Can Give You Cancer!

In the Y's under "Yachts"…

New Video By Former F.B.I. Agent Reveals How To Use Government Auctions To Buy Yachts And Boats At Dirt-Cheap Prices! (Another example of how a good idea can be used in more than one section.)

In the Z's under… ah nuts, there ain't nothing here but "Zippers", "Zoning Consultants" and "Zoos." So, what I've got for you in the Z's is…

Zip!

However, I didn't do too bad, now did I? Anyway, what I've tried to do here is to get your mind percolating. I've given you a ton of idea stimulators even if you don't use the yellow pages. But, you know what I believe? This: Someone (it could be you) is gonna jump on the "main idea" I've illuminated here and twist it around, modify and adapt it and end up…

Making A Fortune!

Just wait and see.

Sincerely,

Gary C. Halbert

P.S. Our phone numbers are still the same but we've moved to a new location. Our old offices were neat and full of character but there are so many tourists in that area (millions a year) we've opted for a more tranquil location just a couple miles away with a breathtaking view of the Gulf of Mexico. You'll find our new address on the letterhead of this letter and on the envelope it came in.

Peace.

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 2:10 p.m.
September 30, 1992

Dear Friend & Subscriber,

Let's get right to the subject of this month's letter which is...

How To Write Copy
That Can Make You Rich!

You know, more often than not, in this newsletter, I discuss concepts and strategies rather than the art of writing copy. There's a reason for that. You see, a strong concept can often overcome weak copy. But, good copy, no matter how brilliantly written can almost never overcome the handicap of a weak concept and "off target" strategy. Still and all, the ability to write "killer" copy is a vital ingredient in almost any direct marketing effort.

And what's the most important part of any copywriting effort? I'm sure you already know the answer. It is, of course, the writing of a good headline. How much difference is there in "pulling power" between a bad headline and a good one? Well, my friend, Ted Nicholas is probably the biggest mail order magazine advertiser of all time and he says he has seen a change in headline (with no change in body copy) make as much as...

An 1800% Difference!

Think on that for a moment. Let's say you're running a full-page ad in *Success* magazine (that'll cost you about $11,500) and the orders you get back generate just enough money to cover your ad cost. That means, after the costs of filling your orders you will have lost, perhaps, somewhere between $2,000 and $5,000 on your $11,500 investment.

However, let's say you're a persistent cuss and you test another ad with a different headline and, like Ted, you jack up your results by 1800%. That means, in this case, your gross is gonna jump from $11,500 to $207,000 and your bottom line profit is going to go from a loss of a few thousand dollars to a gain of $159,953. By the way, in this illustration, I'm assuming we're selling a book for $19.00 plus $3.00

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shipping and handling (total $22.00) and we have fulfillment costs of $5.00 per book.

Anyway, I'm not going to bother asking you which you'd rather have, a $2,000 to $5,000 loss or an almost $160,000 profit... the answer is obvious and therefore, maybe you'd better learn a little something about this business of writing headlines. You know, for some crazy reason, it seems to me the best books on advertising were written many years ago and it is to those books I go most often rather than the current ones on the market and, one of the "best-of-the-best" is ***TESTED ADVERTISING METHODS*** by **John Caples**. I urge you to get this book; it will be one of the most valuable resources you will ever possess in your quest for marketing success.

Want proof? In Chapter Five, Mr. Caples reveals 29 formulas for writing headlines and I'm going to list them here with a few comments of my own as to why each of these formulas is so effective. Here goes:

1. Begin your headline with the word "Announcing." This works so well because an announcement means news and news is the single most important reason people read newspapers and magazines.

2. Use words that have an "Announcement Quality." Words like "Introducing" and "Presenting" and "Just Published" and so forth. The reason this works is the same as formula #1: By using these words, we're promising news. Incidentally, concerning announcement copy, John Caples wrote this: "It is interesting to note that announcement copy is not a recent invention. The ancients used it. Many ancient advertisements were announcements in the form of proclamations."

3. Begin your headline with the word "New." Same rationale: It gives a news flavor to your advertising.

4. Begin your headline with the word "Now." You're getting the idea by now, aren't you?

5. Begin your headline with the words "At Last!" Same ol' story.

6. Put a date into your headline. A date in your headline makes it more specific and... specifics make your advertising more believable which, in turn, generates more sales.

7. Write your headline in news style. Like: *"The Wines You Loved In Paris Are Here!"* Or: *"Discovered - Amazing Way To Grow Hair."* Caples points out that two excellent phrases which give news flavor are "Just Invented!" and "Just Off The Press!" Then he reprinted what he considers a truly remarkable news headline which appeared at the top of an advertisement selling courses by mail. Here 'tis:

> "*Just Published*
> *a new booklet announcing*
> *a new series of Business Courses"*

As Caples points out, the above headline uses the news formula no

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less than four times: (1) Just Published, (2) New Booklet, (3) Announcing, and
(4) New Business Courses.

OK, enough of that. The next three formulas are devoted to price. One of the most important facts in the sale of almost anything is price. It is not often desirable to feature price in your headline but, when you're offering a super bargain, let 'em know right up front like this:

8. Feature the price in your headline. An example would be *"Guaranteed 17 jewel quality watches... only $16.95!"*

9. Feature REDUCED price. Here's a couple examples: *"Pigskin Executive File Case $19.80 (Reg. $35!)"* or *"Kacey Fine Furniture Lowers Price On All Furniture By 51.3% During Special 12-Hour VIP Sale On Saturday, September 12, 1992!"*

Hey, I got a lot into that one, didn't I? I got news; I got reduced price; I got three specifics. Gee, it's too bad Ol' Sam Fishbein is too dense to come up with stuff like this himself. Oh well, I guess he can always fall back on his lovely wife Leslie who really does have a great deal of marketing expertise.

I wonder how someone like that dork got someone like her to marry him. Hey, does it sound like I'm being a little hard on Sam? Well, you can't blame me. You know what that worthless S.O.B. did?

**He Went Out And Got Skinny
And Fit And Now He's Even
Better Looking Than Me!**

Damn! The world's just full of slime, ain't it?

10. Feature a special merchandising offer. As Caples says, "In this type of headline, you often make an offer which causes you to lose money." You do this in order to get a customer started using your product. What he's talking about of course, is featuring a "loss leader" in your advertising. But, I don't know if that term was part of our language yet way back when he wrote his book.

11. Feature an easy payment plan. Caples says (and he's right) that, "Sales tests show that the offer to sell merchandising on the installment plan creates many sales which otherwise would be lost."

You know, that's true more than ever in hard times like the recession we're mired in now. Watch some of the TV infomercials that keep running and running. It seems to me, almost all the successful ones feature payment plans.

12. Feature a free offer. "Free" is the most powerful word in advertising. Always has been and always will be. The free offer may take several forms and three of them which Mr. Caples points out are: (1) A

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sample of the product; (2) A booklet about the product; or (3) A premium which requires the purchase of the product.

13. Offer information of value. It's like Caples has been reading my mind. He says, "People buy newspapers and magazines to read articles that give them information. Therefore it is possible to get high readership by writing your ad in the form of a helpful article. The copy usually consists of three parts, as follows: Part 1. Information without sales talk.
Part 2. Information interwoven with sales talk. Part 3. All sales talk."

Wasn't he clever to be able to figure all this out before I was even born and around to explain things to him? Hmn? It seems more likely I've been reading his mind than vice versa. (Actually, it's his books I've been reading.) Anyway, here's a copy of headlines taken from his book that are examples of headlines of ads of this kind:

"Do You Make These Mistakes In English?"

or

"Straight Facts On When To Take Profits"

14. Tell a story. You can get humongously high readership by writing headlines which offer the reader a story. In addition to high readership, Caples says (and he's right) this method offers the following advantages:
(1) A good story makes your message clear; and (2) A good story makes your message compelling. The effectiveness of stories was utilized long ago in the Bible. Here are some of Caple's examples of story headlines. He says some of the following headlines not only sold merchandise or services but also became famous!

"How I Improved My Memory In One Evening!"

"They Laughed When I Sat Down At The Piano"

"The Diary Of A Lonesome Girl"

"How I Became Popular Overnight"

OK, the next eight formulas deal with key words.

15. Begin your headline with the words "How To". "How to" is the all-time champion when it comes to writing a headline or titling a book. We live in a how-to hungry world. I seldom, if ever, meet someone who doesn't want to learn "how-to" do something like:

"How To Write Copy That Can Make You Rich!"

"How To End Money Worries"

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"How To Read A Whiskey Label"

"How To Keep Your Husband Home And Happy"

Want to do something that will astonish you? Go to your local bookstore and ask the person behind the sales desk if you can look at their copy of *Books In Print* by titles from "G" to "O". When she hands you the book, open it up to where the titles start with "How To." I've got the 1990-91 edition of that reference book in front of me right now and there are...

Over 1,300 Books In Print
Whose Titles Start With The
Words "How To"!

Do this little exercise and not only look at the titles, **READ THEM!** Doing this will turbocharge your mind like you wouldn't believe.

16. Begin your headline with the word "How." This is another version of "How To" except the "To" is replaced with the word "I" or other words like the following examples illustrate.

"How I Started A New Life With $7.00!"

"How I Earn My Living In 4-Hours A Day!"

"How Your Energy Curve Responds To The World's Quickest Hot Breakfast!"

"How The Amazing Tova-9 'Cactus Formula' Can Help You Keep That Radiant Look!"

17. Begin your message with the word "Why." Here are some examples: *"Why Senator Johnson Reads The Readers Digest." "Why Some People Always Make Money In The Stock Market." "Why 20,000,000 Families Save S&H Green Stamps."* Etc.

The word "Why" promises to clear up a mystery and, if it's a mystery you'd like cleared up like why you never make money in the stock market... you'll be eager to read a message explaining why someone else almost always does.

18. Begin your headline with the word "Which". "Which" is a very powerful word in advertising. Headlines like *"Which Is The Best Value For Your Car?"* or *"Which Of These Five Skin Troubles Would You Like To End?"* pinpoint their target audience and appeal to the reader's keen interest in himself. As Caples says, "The mentioning of as many as five skin troubles enables the copywriter to cover much ground. Almost every reader is likely to have at least one of these troubles."

19. Begin your headline with the words "Who Else". Two of the most powerful advertising words. Headlines like *"Who Else Wants To Look*

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11 Years Younger Almost Overnight?" or *"Who Else Wants To Earn An Extra $50.00 Per Day Without Leaving His Current Job?"* pinpoint their target audience and arouse great curiosity which, strangely enough, is one of the strongest forces in advertising.

20. Begin your headline with the word "Wanted". As Caples says, "Wanted" is a compelling word because it makes the reader curious to know what is wanted. And, if the headline should happen to pinpoint you, like *"How To Become Rich In Mail Order Without Doing Any Of The Work Yourself"* it is nearly certain you will read it.

21. Begin your headline with the word "This". Using a headline beginning with the word "This" makes your headline specific and thus increasing believability which thus increases readership and in turn, sales. An example would be *"This Secret Ingredient In 'Young Again' Skin Cream Is Why It Gives You The Look Of A Teenager... Almost Overnight!"*

22. Begin your headline with the word "Advice". Actually, I think your headline should start with the words "Advice To." This way you get much of the affect of the words "How To" plus, you immediately pinpoint your audience and make them crazy with curiosity... if you do it right! Here's an example: *"Advice To Copywriters Who Seriously Want To Earn More Than A Million Dollars Per Year!"*

23. Use a testimonial-style headline. Testimonials come in all shapes, sizes and form. Probably the best use is to incorporate a celebrity name with "marquee value" and also, whom people admire. Here's an example: *"Howard Ruff Finally Reveals Why He'd Be Broke If It Wasn't For Gary Halbert!"*

(Relax Howard. Just having a little fun and making sure you're still awake.)

24. Offer the reader a **test** in your headline. For some looney reason, people just love to take tests... after they get out of school. And, you can use this fact to suck them into your ad copy. Examples: *"Here's A Test Of Your Ability To Write A Good Ad!"* or *"Can You Pass This Manhood Test?"* Etc.

25. Use a one-word headline. If the single word is meaningful and selects the right audience, it can be very successful. One big advantage of this method which is often overlooked (it was overlooked by me until Caples explained it) is that the single word can be printed in big type and this gives big display value to a small ad. Here are examples: *"Corns?" "Nervous?" "Overweight?" "Copywriters!" "Sex"*, etc.

26. Use a two-word headline. Caples says sometimes it's impossible to use or find a single word which will do the job but often this can be remedied by using a two-word headline. Examples: *"Public Speaking", "Diaper Rash?", "Aches & Pains?", "Sex City!", "Fast Reducing!"*, etc.

27. Warn the reader to delay buying. Caples says, "Most headlines urge you to buy something." Therefore a headline which says *"Don't Buy"* is an effective stopper. Examples: *"Don't Even Think About Hiring A*

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Copywriter Until You Talk To Gary Halbert!", "Read This Before You Spend Another Penny On Car Insurance!" and so on.

28. Let the manufacturer speak directly to the reader. *"Lee Iacocca Urges You To Look At A Cadillac And A Mercedes Before You Test Drive The New Chrysler!" "Ed McMahon says... 'Use Me As Your Spokesperson And Your Profits Will Skyrocket!'"*

As far as I know, Ed McMahon has never ran an ad with the above headline because I just now made it up. However, it does illustrate the point. It also illustrates something else: For our purposes here the term "manufacturer" has a much broader connotation than it does in conventional usage.

29. Address your headline to a specific person or group. Examples: *"Advice To Men Over 35 Who Are Making $30,000 Per Year And Would Like To Be Making $50,000!", "An Open Letter To Any Of My Subscribers Who Would Like To Make Mucho Fungolas With As Little Effort As Humanly Possible!", "Advice For Men Who Think They're Too Old To Have Sex Every Day"*, etc.

Here are some direct quotes from Caples that are so "on target" I want to share them with you without altering a single word:

"WARNING"

"A final word of warning: Formulas should not be used as a substitute for original thinking. They are merely a guide to get your mind working in channels that have proved profitable. You should not use formulas every time you write a headline. If you do, you will never invent anything new. Perhaps the best service the formulas can render is to help you when you have to bat out an advertisement quickly.

"Headline formulas are **selling ideas which have worked again and again in the past and which can reasonably be expected to get results in the future.**

"For example, the formula 'Begin your headline with the words 'How To'' will probably last as long as advertising lasts. Unless human nature changes radically, people will never tire of learning how to do the things they want to do and how to get the things they want to get.

"Another form of headline which will probably never wear out is the announcement. As long as human beings inhabit this earth they will be looking for something new, something different, something better.

"Just as the physician uses the same prescription many times with beneficial effect, just as the civil engineer uses the same formulas again and again for building bridges, so can the advertising copywriter use formulas which have worked successfully in the past."

Well, that's it. A portion of the wisdom from just one chapter of this invaluable book. And there are 17 more chapters just as good. Want to know something truly amazing?

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This Book Was Originally Copyrighted In 1932!

If you don't read this book you will miss out on a terribly important element (a vital element!) of your advertising education. It was published by Harper & Row, Publishers in New York but it may be out of print now. If your local bookstore says they can't get it for you, see if you can get a copy from your library or, for very little money, you can order one from **Carl Galletti** at **(609) 896-0245**.

Want to know why I devoted this newsletter to sharing someone else's wisdom with you? I was motivated to do it by the *Results Report* which is an excellent marketing newsletter published in Australia. In their lead column in Issue #75, they talk about "Overcoming the 'NIH' (Not Invented Here) Syndrome." The gist of the advice in this article is a good idea does not have to be an original idea or your idea. And, if you can overcome any silly ego problems you may have about this you can open yourself up to a whole new world of ideas both past and present.

I wish I had known John Caples. He is one of my heroes.

I guess you've read and seen all the news about the devastation left behind by Hurricane Andrew. Even though we weren't directly hit by it here in the Florida Keys, it has effected us nonetheless. We've been operating under primitive conditions. Often times there's a lack of electricity, lack of water and lack of telephone communications. Makes it kinda difficult to work efficiently without the "niceties" of electricity, telephones, faxes, computers, flushing toilets, and so forth. Because of all this, we're a little behind in our correspondence, returning phone calls, fulfillment, etc. But, we've got full-time power now and things here have almost returned to normal. Which means, I believe, within the next 10-working days we'll be completely up-to-date.

The one thing I'm the most behind on is the September edition of my "Hot Stuff" newsletter. Due to my Hurricane Relief Seminar, and all our other problems, it won't go out until early October.

So, please... bear with me just a teensy bit longer and thank you so much for your patience and understanding of what's been happening down here.

Sincerely,

Gary C. Halbert
aka "Somewhat Winded"

P.S. One of the joys of my life is putting the screws to Jay Abraham whenever I can and... I've done it again!

Check out the enclosed 12-page letter and you'll see what I mean.

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Sunday, 9:00 a.m.
October 31, 1992

Dear Friend & Subscriber,

My hurricane seminar was truly a howler!

So far, we raised over $139,000 in cash (actually it was in the form of checks written directly to the Red Cross Disaster Relief Fund) and, if all the pledges of future donations come through, that number may be more than...

A Quarter Million Dollars!

God bless my subscribers and all the speakers who came.

I didn't pull this off by myself. Not by a long shot. I had an incredible army of expert direct marketers who flew in from all over the U.S. (at their own expense) to help with this effort. And, let me tell you, they all did a terrific job. You should see the letters I've received from the attendees! They say it was nothing short of the marketing event of a lifetime!

You know, one of the benefits of being a Lifetime subscriber to this newsletter is you get a copy of my *Million Dollar Rolodex*. This is a compendium of the names, addresses, phone numbers and other particulars of the people it's taken me a quarter century to find, who are the very best in their specific fields. It features honest lettershop owners, printers who really deliver on time at a fair price, some of the world's best copywriters, the best people currently producing TV infomercials (except for Ross Perot) and many other specialists who can keep you from making financially disastrous mistakes and... help you make a small fortune.

Well, this issue of my newsletter is like a mini-version of my *Million Dollar Rolodex* featuring the "best of the best" of direct marketing specialists you need to know. Don't lose this issue! You can

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come back to it time and again when you need truly first-class help with your marketing endeavors. You'll find it to be an invaluable reference.

Who are these people I'm proclaiming to be the "best of the best"? None other than those who gave so generously of their time, expertise and money to come to my hurricane seminar and teach my attendees the nitty gritty of how to really "get down to it" and make direct marketing really pay off. Here then, are the names and particulars of these good folk and what they have to offer and how you can work with them. This then, is Guru Gary's Guide to...

THE BEST OF THE BEST!

JOACHIM DePOSADA: His first name is pronounced "wa keem" and he was my keynote speaker and the "mystery guest" I referred to when I first wrote and told you about the seminar. Joachim was not only my keynote speaker, he was also a Hurricane Andrew victim. But, the hurricane didn't stop this man and, I bet nothing ever does. His message is about what's really important in life and he delivers such dynamite insights you could almost see the lightbulbs going off over the heads of all the attendees in that jam-packed (standing room only) seminar room. How can you work with Joachim? First, if you ever give seminars or conferences yourself, you just couldn't do better than having him as a keynote speaker to get your audience revved up and jump-started. You should also call him to order any tapes and manuscripts he has that reveal in paper and ink and on audio tape what he reveals at my seminars. The world is jammed with "woe is me'ers" and this guy is definitely an upper! Need a lift? For yourself, your employees or any group of folks important to you?... **CALL JOACHIM! (305) 889-4689**

JOHN CARLTON: John gave a hilarious, yet deadly-serious treatise on "Nightmare Clients." It was an important talk because getting a good look at the difference between "good" and "bad" clients -- from the point-of-view of a top copywriter like John -- can open your eyes to ways you are sabotaging your own marketing efforts. He's seen some of his best work vandalized beyond comprehension by clients who didn't understand the basics of good marketing (and who wore their ignorance like a crown). His point is, if you're gonna pay the stiff fees a world-class writer requires, you should know when to get out of his way and let him work his magic for your benefit. By the way, John has come out of "semi-retirement" (while he was busy writing trashy novels) and is accepting a few new clients again. He's very hard to hire, because he's so jealous of his free time, so this is a real opportunity for anyone seeking the best there is (next to myself, of course). I happen to know his last few efforts have pulled in as much as $70,000 in profits for every $1,000 in costs -- a phenomenal return on investment!

What else can I say about John? He's one of the best friends I've ever had and one of the few people I can recommend with...

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No Reservations Whatsoever!

Need the best?... **CALL JOHN! (702) 832-5355**

EVAN WILLIAMS: One day I'm sitting at my desk and there before me appears this skinny nerd-like wisp of a "kid" who was mumbling something about wanting to kinda hang out around me and learn how to be a better copywriter. I didn't have time for this crap so I told him, "Look, here's a writing project I've got to work on" and then I give him the product and tell him to go home and write a full-page ad about this dealybop (over the weekend) and, if he's any good, I allowed as how I might grace him with a few pearls of my wisdom. (Ain't I a prince of a guy?) Well, to shorthand the story, the copy he wrote was brilliant! He's worked in my office for a few months and I honestly believe he must be the best young copywriter (20 years old) ever.

He spoke at my hurricane seminar and his message was that innovation and creativity are vital to solving problems and to realize the potential of your business and marketing efforts. Also, he explained how every problem is really an opportunity and to realize the possibilities inherent in any situation, you must break out of the limiting thought patterns and myopic view of the world that created the problems in the first place. Evan gave the attendees a four point plan for doing this: **(1) Question All Assumptions And Beliefs You Have About Your Situation And Ask Yourself If They Are Really Valid.** Often times, we automatically assume or believe in constraints that have no basis in reality. And until we see past them, we are totally blinded to solutions. Once we eliminate those assumptions, everything becomes obvious. **(2) Open Your Mind To The Belief Anything Is Possible.** Too often we try to be "realistic" about things and base the future on what's been done in the past. "Those who say it can't be done are usually interrupted by someone doing it." **(3) Eliminate Labels You Place On Your Business, Yourself, Your Idea, Etc.** A buggy whip manufacturer who saw himself as a "buggy whip manufacturer" would have gone out of business. But if he saw himself as being in the "transportation business," he could have gone on to bigger and better things. **(4) Use Other People's Minds.** Groupthinking/brainstorming - highly valuable. Half the value of a seminar like this. Other's experiences, perceptions, insights. Some of the greatest innovations come from people outside of an industry, because they don't know what's "not possible."

How can you work with Evan? Well, if you need a first-class, first-rate young copywriter who's just getting started and therefore forced to work at what myself and others would consider "bargain basement prices"... **CALL EVAN! (305) 292-9372**

ERIC WEINSTEIN: Another of my best friends, Eric, in a fact-filled, 90-minute session revealed: • **List formats available** • Compiled vs. response lists • **Where to go to find lists** • How to

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"segment" a list to pull out the very best names • **What makes a list "hot"** • How to tell a good list from a bad one • **Sure fire methods of list testing to get your best results** • How to tell before you spend your money if a list is any good • **How to pick the best lists for your offers** • Who the players are and how to deal with them • **Demographic and psychographic applications** • How to go beyond the base information and get inside the heads of the people on the list • **The theory of inverse responsiveness and why it works** • How to make zip codes work for you • **Why some lists work better at different times of the year** • Advanced list testing • **What information to include on your list** • and How to turn your "house" list into a money machine.

Wanna work with this man I consider the best list broker in the world?... **CALL ERIC! (305) 481-9400**

JERRY BUCHANAN: As you may recall, I wrote in my June, 1990 newsletter that Jerry's *Towers Club USA Newsletter* was the best buy I ever made for value and superb marketing know-how. Well, at $60.00 a year for 10-issues, I shouldn't wonder! But Jerry was here in Key West for our fund raising seminar, and I finally got to meet this legendary guy. What a nice man and what a world of good marketing knowledge locked in that head! Jerry has at last decided it was time to stop selling his newsletter at K-Mart prices. He's now reducing the size of *Towers Club USA Newsletter* to 2-pages (to fulfill Lifetime subs), and starting a new monthly at $195 a year. It is called Jerry Buchanan's *Info Marketing Report*. I know you'd be wise to sign up for this one. Jerry (another old specialty salesman in his first 25 years) learned selling the hard way, on straight commission. (I learned the same way in my early years.) What he teaches is super salesmanship, copy-writing, mail order pizzazz, concept marketing, and all the other goodies that can make you rich real quick.

This December winds up his 19th year of newsletter publishing. Ask about buying his back issue Yearbooks, as I did, at $70 per yearbook. You'll get the equivalent of a Ph.D. in mail order marketing in these 80-page gems.

Listen, this guy is a legend and if you want to learn more... **CALL JERRY! (206) 574-3084**

CARL GALLETTI: Carl is a copywriter who also happens to be the "secret" source of the best books on advertising, marketing, copywriting, etc., including classics like *The Robert Collier Letter Book*.

Carl talked about Information Alchemy: The Art and Science of How to Turn Low Cost Materials into High-Profit Products. He also talked about how to write effective copy and pointed out that copy is the universal tool needed to sell any product.

Finally, Carl introduced his new "Copywriter Protege Program" by handing out his 29-page letter promoting the program. The headline on

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the letter was: "If You Would Like To Write Direct Mail Sales Letters That Could Make You Rich, Then Here Is A 100% Guaranteed Way For You To Learn How In The Shortest Possible Time."

This is a one-on-one program in which Carl coaches you over the phone and through the mail on writing sales letter copy. In my opinion, if you are at all serious about learning how to write copy, you should be in this program. If you don't have a copy of his letter, call him today and have him send it out to you before the limited number of available spots are all filled. Also ask him to send you his free catalog of hard-to-get books.

In other words... **CALL CARL! (609) 896-0245**

KYLE HUNTER: I've worked with this guy several times and he is a gem! His company, Personalized Mailing is a full-service printer and lettershop which specializes in making your direct mail package appear NOT to be a mass mailing, but rather a personal letter demanding to be opened and read. A good example of this technique is the newspaper and magazine tearsheet mailings. Well over 100,000,000 pieces utilizing this technique have been mailed and they continue to pull well. Special services include real typed envelopes, handwritten messages on any insert, newspaper/magazine articles or tearsheets with the personalized "torn out" look and the latest technique of "cancellation" of third class or first class precancelled live stamps. Personalized Mailing has the resources to handle virtually any mailing you develop. Kyle has invited any of my subscribers to contact him and discuss their next mailing.

If you are in any way involved in direct mail... **CALL KYLE! (714) 646-7008**

BILL MYERS: "Guerilla Bill," the scumbag who stole away my long-legged assistant Karen and then, to make sure she'd never come back, married her, gave a truly electrifying presentation. Guerilla Bill can be best described as the Ross Perot of direct marketing. When he speaks, he cuts through all the theory and gets right to the chase. The first thing he said when he walked onto the stage was, "In the next hour I'm going to show you how to make $30,000 a month. And then in five minutes, I'm going to show you how to make $80,000 in one hour."

Then he proceeded to do exactly what he said. And if anyone in the audience thought he was kidding, they had changed their minds when he finished speaking. Because he did it - showed everyone how easy it can be to earn $30,000 a month.

Bill revealed in great detail, the step-by-step process he, and just about anyone else, can use to start earning $30,000 a month. He even showed how he came up with products to sell, and markets to sell them

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to! Plus he provided everyone with a folder full of documentation and resources backing up everything he said.

And, then in a stroke of genius, he showed how simple it can be to earn $80,000 in one hour! It was truly a breathtaking performance by someone whose actions speak as loud as his words.

If you want to know more about how to earn $30,000 a month Bill's way and receive the packet of information he handed out at my seminar... **CALL BILL! (501) 321-1845**

DAVID DEUTSCH: A former Madison Avenue copywriter who now brings his marketing savvy and creativity to direct response. He dazzled the audience with his presentation on "The New Marketing Realities."

He revealed how fast-breaking social, economic and political changes affect <u>what</u> people buy and <u>how</u> they buy it, and how businesses who understand what's going on can really profit. Then he gave us a truckload of innovative, marketing techniques to exploit these changes.

One of David's favorite techniques is addressing people's heightened concerns with price these days. In his "slice the pie differently" theory, you take what you offer for sale and look at it like a pie. No, it isn't a half-baked idea, but it does come from a bakery selling slices of an 8-slice pie for $1.00 apiece. Instead, they decided to sell smaller slices for 90¢ -- and people ate it up! But the payoff was that since they could now get 10 slices out of the pie instead of 8, they were making $9 (10 x 90¢) per pie instead of $8 (8 x $1).

Perhaps the slices of pie <u>you're</u> selling are too big and people aren't willing to pay that much. Or maybe they're too small. Or perhaps you should be selling whole pies instead of slices (or vice-versa). David suggests I sell bite-sized versions of <u>my</u> wit and wisdom every week on a special hotline. (Good idea, but I'll have to chew on it for a while.)

Fortunately, David has taken every slice of <u>his</u> wit and wisdom and packaged the whole pie into one of the best marketing books I've ever read, *Million Dollar Marketing Secrets* ($49.95 plus $4.50 S&H). I think this book is <u>grossly</u> underpriced, since all 20 chapters are so packed with brilliant money-making ideas they're each worth more than the cover price.

Anyway, I'd advise you to get it quick before he takes his own advice and finds a way to sell his solid-gold information for what it's really worth. You can mail your check or credit card information to him in Virginia. By the way, if you say you read about this deal in my newsletter, he'll throw in a free report, *How To Get Prospects And Customers To Gladly Pay For Your Advertising*. Do it <u>now</u>... **CALL DAVID! (804) 378-0550**

GENE DOWDLE: Gene owns Atlantic Advertising & Marketing, Inc. and

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has more than 30-years experience in retail advertising including newspaper, TV, radio and outdoor promotions. Here are some of his techniques he revealed to my attendees: **Secret Envelope Promotion:** This very effective traffic builder includes an 8.5"x14" very official-looking certificate informing the recipient they have definitely won one of five prizes. They are told to present the enclosed Secret Envelope to a sales rep at the sponsoring organization, and the number inside the envelope will be compared to the posted winning numbers list and they will receive their prize. Virtually everyone believes they have won the major prize (which is usually $5,000). This promotion almost always gets between 4% and 6% response, some areas get 8% to 10% response, and few have gotten as high as 15%! **Shake, Rattle & Sell:** Try mailing a Treasure Chest Key in a mail tube (hence, the rattle demanding the tube be opened) and including an 8.5"x14" Treasure Chest promotional flyer informing the recipient they may be holding the key to $10,000! All they are required to do is bring the key to the sponsoring organization's location, try their key and see if they have won. A terrific traffic builder. There are often lines of people waiting to try their Treasure Chest Key. Usual response is more than 5%. The $10,000 Grand Prize can be "insured" and if there is a winner, the insurer pays the money! **$10,000 Scratch 'n Win Cash Lotto:** Gene says this is one of the most exciting ideas for a promotion capitalizing on the popularity of the various state lotteries. Everyone reads of the huge prizes lottery winners receive. He's designed a promotion played exactly like the state lotteries. There is a game piece with 49 scratch off areas, a consecutive game piece numbering system, and an area to print the sponsoring organization's name and promotion dates. This piece is mailed to a prospective list and the recipients are instructed to scratch off any 6 of the 49 spaces, fill in their name and address on the reverse side and present the game piece to the appropriate person at the sponsoring organization's location. A special IBM compatible program (supplied by Gene) is loaded into the store's computer. The special program will automatically print 6 randomly selected numbers. The computer-selected numbers are compared to the 6 scratch-off numbers. Any match wins a prize but if they match all 6, they win $10,000! This promotion is an ideal traffic builder but... telemarketers will find it will make the phone ring off the hook! **Advertising Specialities:** Gene offers more than 30,000 custom-imprinted items. Everything from ashtrays to calendars to pens, pencils and balloons. Items ranging in price from just a few cents to several hundred dollars. All with the client's logo and/or address and/or phone number custom printed on them. **Copywriting, Typesetting & Printing:** Atlanta Advertising has state-of-the-art equipment, including both desktop publishing and the more traditional photo composition equipment. They offer a selection of more than 600 typestyles, having on staff commercial artists and designers, plus Gene produces attention commanding copywriting services. Their printing plant has the press capacity to produce up to 250,000 letter-size pieces per day. Atlanta Advertising also offers one of the best printing bargains in the country on four color 8.5"x11" sheets for only $27 per thousand (100,000 pieces) or as low as $19 per thousand in quantities of one million pieces. **Mailing Lists & Lettershop Services:** Gene can supply almost any mailing list you can imagine at

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very competitive pricing and speedy service. He can produce laser-printed letters daily, and mail hundreds of thousands of pieces weekly.

If you are looking for increased traffic, exciting promotions, expert advice, high profile mailing lists or top quality printing and lettershop services... **CALL GENE! (800) 462-3443**

MIKE ENLOW: Mike is, for my money, the best private investigator you can hire. I, personally, have used him several times and he's never let me down. Primarily, his talk at the seminar was to unveil the relation between investigation (or information gathering) with regard to functioning in a society where everyone is out to "cover his own keister." He revealed a few simple "telephone investigation" techniques most anyone who has an ounce of sense can implement to get really fast answers. Also, he expounded on the importance of knowing what your competitors are doing and... how easy it is to get the scoop on what they're doing. He explained how the "big dogs" spend millions in testing to develop a campaign that works. Therefore, he points out, why shouldn't we "get on their list" so we can duplicate ideas that are already working? He says one of the things he can do for you is to place your name on every competitive company's list in the world! Is this espionage? He says no: It's common sense.

Mike has an incredible collection of valuable material for you. If you need a P.I. for personal reasons or, if you want to know how a world-class P.I.'s techniques can help you in many ways with your marketing endeavors... **CALL MIKE! (601) 783-6037**

JOE SABAH: Astonishing! The very first thing Joe did at my seminar was tell the nearly 300 participants **How To Get On Radio Talk Shows All Across America Without Leaving Their Home Or Office.** But he didn't stop there, then he showed the attendees how this idea works.

With the creative audio/video crew, Joe was hooked up to radio station WWSC in Glen Falls, New York. The talk show host Don Racette interviewed Joe for 30 minutes on the subject of Joe and Judy's (his wife) book *How To Get The Job You Really Want And Get Employers To Call You*. During this time, all of my seminar attendees were able to hear Joe interact with Don on a live radio talk show that went out over all the Glen Falls, New York area.

This was Joe's 545th talk show... all by telephone. His results? More than 19,750 books sold at $14.95... that's more than $300,000 without leaving his home!

Joe's system called "How to Get on Radio Talk Shows All Across America Without Leaving Your Home or Office" includes more than 700 radio talk show hosts who interview guests by telephone. You want a ton of free advertising?... **CALL JOE! (303) 722-7200**

TED NICHOLAS: Priceless info from the man who has probably ran

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more mail order magazine ads than anyone else in history! Ted revealed a number of successful magazine advertising secrets: **(1) How you need perfect balance between your copy, your offer and the media you're using.** (2) How to select media most likely to pull in huge amounts of orders. **(3) How to write magazine ad copy that generates a frenzy of orders.** (4) How to form an ad agency of your own so you get the agency discount. **(5) How to negotiate the biggest possible discount by asking three key questions.** (This was a surprise, even to me.) (6) Tips on how to get your ad positioned far forward in magazines and get your ad to appear on either pages 1, 3, 5, 7, 9, or 11. **(7) Why your headline determines 80% of the success of your ad and five tips on how to write good ones.**

As an aside, I never rent my list but, I am letting Ted mail his seminar offer to my people because I respect him so much and believe his seminar is so worthwhile. (By the way, I'll be at his seminar and I'm paying my own way because I'm going there to learn!) I urge you, when you get his mailing, give it serious attention! Or get the facts early... **CALL TED! (813) 596-4966**

BRAD AND ALAN ANTIN: Have you heard about one of the hottest new marketing books around? It's called *Secrets From The Lost Art Of Common Sense Marketing* and it's written by Brad and Alan. These two were a big hit at my seminar, selling 192 copies of their book and... they donated all of the proceeds to the Red Cross.

They also publish a marketing newsletter called *The Antin Marketing Letter - Secrets From The Lost Art Of Common Sense Marketing.* It's written specifically for owners and managers of small to mid-sized businesses, and frankly, next to mine, it's one of the best sources of marketing information on the planet.

If you own or run a small to mid-sized business, you'd have to be braindead not to subscribe to the Antins' newsletter. And guess what? If you call Brad and subscribe now, he'll even throw in a free copy of their great new book. Remember, you'll have to identify yourself as one of my subscribers. Don't miss out on this deal. Oh yes, the Antin's will even donate 10% of your subscription to the Red Cross Disaster Fund. So... **CALL BRAD! (813) 468-2000**

DAN S. KENNEDY: Dan spoke about TV infomercials and direct-response TV, the 14 factors that determine winners/losers, and about the "back-end business" where fortunes are really made. Dan is a consultant to the Guthy-Renker Corp. for most of its infomercials (Guthy-Renker is best known for Tony Robbins' Personal Power, Victoria Principal's Skin Care, etc.) As well as an independent "a-to-z" producer of infomercials for independent clients, he is also the author of several books *The Ultimate Sales Letter* and *The Ultimate Marketing Plan* (which are available in bookstores) and *The Ultimate*

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Information Entrepreneur (all about marketing information products and which is available from Dan).

If you're interested in discussing a potential infomercial project with him personally, please first write some information about your product/business, so he can respond most appropriately.

Also, if you contact Dan and tell him you read about him in my newsletter, he'll send you a free catalog of his books, tapes, etc., *Consulting Capabilities Information*, and a copy of his *Ultimate Guide To Business Improvement Tools And Strategies* but you must sure to ask for "Free Offer H3."

This man offers world class help. **CALL HIM! (800) 223-7180**

MARK STODDARD: He's the former president of the prestigious Jefferson Institute and current owner of Ameri/Russ Cruise (American/Russian tours). Mark spoke on the human behavior of selling and the psychology of what makes people buy. He taught the attendees how: **(A) People only act from self interest**, (B) Why everybody buys from emotion but uses intellect to justify their purchase, **(C) "Comfort Zone Marketing": How, in a world of chaos, he who instills order attracts people and customers**, (D) People prefer to buy from people and not institutions, **(E) How all humans act in predictable ways**, (F) Why you should always sell from your nearest sphere of influence (a new concept to me and an extremely valuable one!), **(G) How people want to believe but it's tough for them today and... how to win their confidence.**

If you wanna make your next event a smash, consider having it arranged by Mark on a Russia cruise and... **CALL MARK!**
(800) 279-4454

RON BEEMAN: Ron donated his time, expertise and equipment to videotape my seminar and did a spectacular job! He's a famed California photographer turned video producer with over 500 TV commercials, hundreds of hours of video documentaries, over 50 how-to tapes, and a few movies to boot, to his credit. He spent most of his time at my seminar managing the video mixing and cameras which recorded the entire event.

Ron's a specialist in producing Hollywood-quality video productions on guerilla video budgets. And that's why some of the biggest names in the marketing industry including Bill Myers, Ted Nicholas, Gary Halbert and Gary North call on Ron when they need video work done.

Ron's one of the nicest guys you'll ever meet and his only problem is he doesn't know when to say "no". If you have a video project and it sounds like fun to Ron, he might figure out a way to schedule you

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in and create a first-rate production for you. But you must... **CALL RON! (501) 624-6988**

DAN REYNOLDS: He's the new editor of *The Video Marketing Letter* and is doing a great job of filling his predecessor (Guerilla Bill's) shoes. I received his first issue and it was a powerhouse. He told of his first marketing success producing a videotape that brought him over $10,000 in orders in only two weeks by following what he had learned about press releases. Dan is a good example of how, by following simple steps, anyone can successfully market a product. Dan isn't your average marketer, he is doing what some people only talk about. His uncanny insight into marketing and his knowledge of video production shows in the pages of his newsletter.

Dan was scheduled to speak at my Hurricane Relief Seminar but due to time and an overdose of information that left the attendees braindead, I chose to end the seminar before he spoke. However, I've worked a deal out with Dan for you to receive a free sample issue of *The Video Marketing Letter* if you say you're one of my subscribers when you... **CALL DAN! (501) 741-2566**

DON CAMP: Don didn't speak at the seminar: Instead, he photographed it. And what a great job he did! I am now, I believe, the only person in the world, with pictures (worth their weight in gold) of Dr. Gary North out "partying" in Key West. If you need any type of photography work done or, if you need a pipeline to certain Hollywood celebs... **CALL DON! (310) 281-6970**

DR. GARY NORTH: What an honor to have him there. I'm not going to reveal what he taught us. But, suffice it to say, it was concepts of copywriting success completely new to me!

By the way, Dr. North has purchased the rights to Bill Myers' Guerilla Video Library which contains 12 videotapes covering every aspect of desktop video. If you want to make money by producing low-cost videotapes with a high perceived value and high price tags... you need these tapes! They'll teach you how to produce "down and dirty" tape libraries on "how to" topics and sell them for ten times your cost of producing them. And get this: For every order that comes in from my subscribers, he will donate one-third to the Hurricane Relief Fund! So if you want those videos... **CALL! (800) 528-0559**

VINCE RAY: Vince was working for me at the time of the seminar, and, in general, he kept an eagle eye on everything to see all went smoothly. Vince has now, with my encouragement and blessing, gone out on his own to set up a telemarketing consulting service. Vince is one of the best telemarketers I've ever worked with! If you need his services or consulting, I recommend him very highly. So, if you need telemarketing or want someone to do it for you or "set it up" for you... **CALL VINCE! (800) 262-1279**

And now, last and perhaps least...

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GARY HALBERT: It was a very special message whose content I will not reveal here. But, my message, I feel sure, will dramatically change for the better, the financial destiny of those who heard me. Basically, it's how you can get an almost 100% proven winner!

WHEW! What a seminar! One attendee took me aside and said he had attended hundreds of seminars but had never dreamed one could be this valuable.

I feel sorry for you if you weren't able to be there. But... we got it all on videotape. And, believe me, my friend, watching those videos can...

Change Your Life!

Heck, watching any one of them could change your life. I've been rocking my brain about how much to charge for them and I think they're easily worth $7,500. But you know what? So many people have suffered so badly in 1992 and I seem, so far, to have escaped so much tragedy...

I've Decided To Sell Them
For Only $3,500!

But wait. That's only for orders received after November 25 (the day before Thanksgiving.) If I receive your order before then, you pay only $1,750! Why? Because, damn it, those hurricane victims need much more help and they need it now and, of course, I'm donating a serious chunk of the money I receive to the Hurricane Relief Fund.

It's easy to order. For the fastest possible service, you can use your credit card and order by phone by calling **(305) 294-8425** or by faxing your order to **(305) 296-2296**. Or, if you prefer to order by check, just write your name and address and the words "Hurricane Seminar Videotapes" on a piece of paper and send it with your payment of $1,750 made out to "The Gary Halbert Letter" to my office address (see letterhead.)

May God bless every one of you!

Sincerely,

Gary Halbert

Gary "Hurricane" Halbert

P.S. Whether you order the tapes or not, you should definitely keep this issue for future reference because it is an invaluable "resource" compendium.

P.P.S. VERY IMPORTANT AND I ALMOST FORGOT: When you order the seminar tapes (there are 23 of them) you also get all the handout materials my attendees received from all the speakers!

GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 10:14 a.m.
November 18, 1992

Dear Friend & Subscriber,

Boy am I glad the election is over!

This country has been inundated with the biggest snow job since the blizzard of '46. It was awful, wasn't it? It seems like there was nothing on the tube except talking heads with diarrhea of the mouth vomiting verbal excrement in enormous odious quantities. As I see it, the election messages from the three major candidates could be boiled down to the following:

Bill Clinton: "I <u>am</u> the tooth fairy."

George Bush: "I <u>would</u> be the tooth fairy if I had a republican congress."

Ross Perot: "There <u>ain't</u> no tooth fairy folks, it's all up to you and me."

And, of course, the "I <u>am</u> the tooth fairy," message was the most palatable from a marketing point of view (since it promised magic) and, Clinton won. But you know what? I think Ross Perot pulled off a miracle. It's my profound belief he has finally opened the window on truth in advertising, as far as political campaigns are concerned, and that, in the future, it is going to be much more difficult for a blowhard politico to get elected by insulting our intelligence. I think Clinton's election will be good for business in the short run and <u>disastrous</u> for the country in the long run. Actually, I believe the "long run" won't really be very long. At the <u>most</u>, I see this country being able to continue at least some semblance of "business as usual" for only about 2-1/2 more years... if that long.

There's a book I'd like to recommend to you. It's called *Bankruptcy 1995* and it was written by Harry E. Figgie, Jr. with Gerald J. Swanson, Ph.D. and the foreword was written by Warren B. Rudman, a U.S. Senator from New Hampshire. The book is published by Little Brown and Company and you should be able to get it at any good bookstore.

One of the basic premises of the book is, in a few short years, somewhere around 1995, <u>every penny</u> we pay to the I.R.S. will be needed just to pay the

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interest on our monstrous national debt. Heck, as Ross Perot pointed out, every penny paid in income taxes from all states west of the Mississippi River is already being used to pay nothing except the interest on the national debt.

And that debt is increasing currently at the rate of $13,000 per second!

All this has major implications for us working in marketing. While it's true, the fundamental principles of marketing are timeless, it is also true what is "palatable" as a marketing message changes with the times.

You know, I have a new deal with certain of my new clients where I guarantee to deliver a winner if they will agree to certain conditions. Namely: They let me chose the product they will market and also the "selling formula" to sell that product. Therefore, since it is more cost effective and much less work for me to deliver a winner the first time out, I take an unusual amount of care to create campaigns which have the very highest percentage of success.

For what it's worth, here are some of my opinions on what marketing options have the highest percentage of success in these troubled times:

1. First, it is now my belief you are most likely to succeed by selling a very high-priced product or a very low-priced product. I believe middle-priced products (say from $39.00 to $69.00) are much less likely to make a profit now than they were just a few years ago.

2. I now believe the safest methods of direct marketing (those with the highest percentage of success) are in the areas of direct mail and newspaper and magazine advertising.

3. I now believe all types of "electronic" marketing is extremely dangerous. Costs of producing a 1/2 hour TV infomercial have sky-rocketed to the point where putting together a show and paying for air time to test it will routinely exceed $100,000!

   Just think: How would you feel if you'd just slaved for months putting an infomercial together and had put say 120 thou into it and then, you start running your test shows on a Friday and by Sunday...

   You Discover You've Got A Loser!

   Ugh!

4. Here's another something I believe: If you're selling a very low-priced product like a book, offer it for a flat $10.00 and charge no postage and handling and give people the option of postdating their checks or money orders for 30 days.

5. If you're selling something very high-priced, try using the two-step method of running a small, lead-generating display ad and following it

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up with a hard-hitting, multi-page direct mail letter and, perhaps, a telephone call.

6. If your initial sale is likely to generate customers who will stick with you for a long time and spend mucho fungolas with you, then consider...

Making Your Original Product <u>Free</u>!

Now, I'd like to illustrate these concepts with recent "real world" examples. Here's the headline of an ad I wrote recently for a client:

<u>Are you getting your fair share?</u>

Hot New Book Reveals 53 Amazing Secrets That Let You Collect From Social Security & Medicare At Any Age!

Not too bad of a grabber, is it? I wish I could reproduce the entire ad here but it would take up too much space. however, I am reproducing the closing verbiage and ordering instructions because I believe they brilliantly demonstrate how to execute the belief I've illuminated in concept number 4. This ad, by the way, contains a great deal of copy and here's what it says in the last part of the ad:

Will this book help you? Will it really teach you how to get *thousands* of *extra* dollars from Social Security and Medicare? Here's how you can find out without risking a single penny.

Go ahead and order the book by mail. Keep it 30 days and read it and check it out. Then, if you are unhappy with it, send it back and the publisher will return your entire payment to you quietly and without question.

Not only that . . . *you can even post-date your check or money order by 30 days!* If you do this, the publisher promises and guarantees not to deposit it for *at least* that amount of time. Then, if you decide to return the book, the company will send back your *uncashed* check or money order with no questions asked. *You can't lose!*

To order, write your name and address and the words "Social Security Book" on a piece of paper and send it with your payment of only $10.00 (that even *includes* shipping and handling) to:

HSF Publishing
1813 Holly Drive #1813
Department 1002
Harrisburg, PA 17110-3229

Your book will be sent promptly by return mail. If you have any questions you can call (717) 233-1160. Checks and money orders should be made payable to "HSF Publishing" and it it *not* a good idea to mail cash. *Thank you.*

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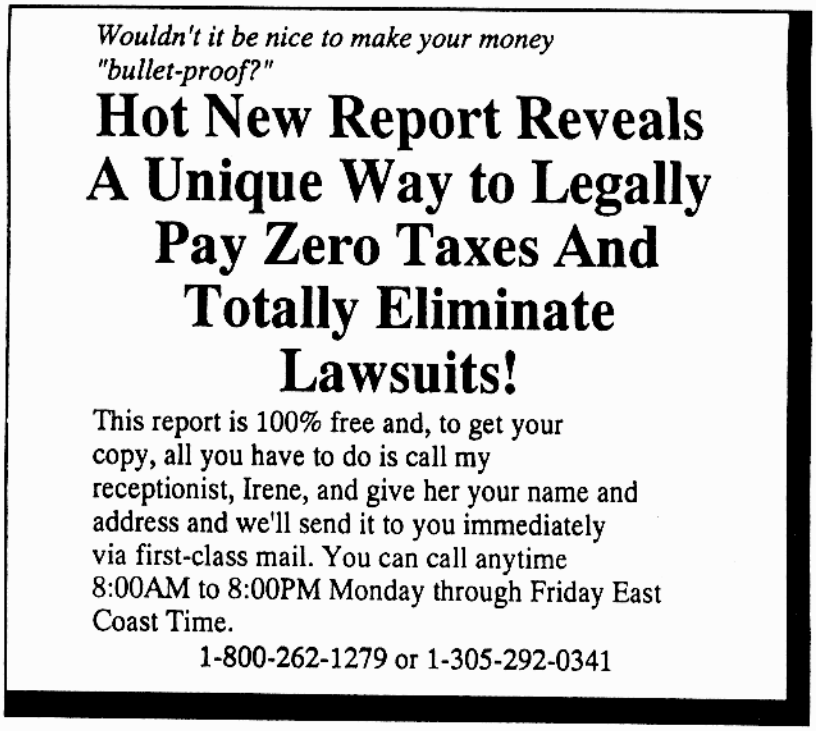
Now, let's boogie to the other end of the price range scale. One of the products I've been hired to market recently is a book which sells for $1,250.00. Yep, you read it right: The book sells for twelve hundred and fifty dollars. And get this: It does not come with any "window dressing" to increase perceived value such as audio or video tapes, supplementary booklets, etc. By the way, in my opinion, this book is worth far more than $1,250 because, what it does is, it teaches those who read it a 100% legal way to avoid almost all taxes and lawsuits. You know, it's very important to remember that, when you are selling printed material, you are not selling paper and ink...

You Are Selling Solutions!

OK, as I said earlier, my ideas on how to best sell a high-priced product such as this is via the two-step method beginning with a lead-generating display ad. Here's the lead-generator I wrote to get leads for this book exactly as it appeared on page 31 of the November 10th issue of *Investors Business Daily*.



Wouldn't it be nice to make your money "bullet-proof?"

Hot New Report Reveals A Unique Way to Legally Pay Zero Taxes And Totally Eliminate Lawsuits!

This report is 100% free and, to get your copy, all you have to do is call my receptionist, Irene, and give her your name and address and we'll send it to you immediately via first-class mail. You can call anytime 8:00AM to 8:00PM Monday through Friday East Coast Time.

1-800-262-1279 or 1-305-292-0341

That ad has now ran twice in *Investors Business Daily*, once in the sports section (the most read section of daily newspapers) of *The Los Angeles Times* and will soon be appearing in *The Wall Street Journal* and other publications read by affluent Americans. Is it working? You bet! It's pulling leads on an extremely cost effective basis.

May I suggest something? I suggest you call one of the numbers in the ad and get a copy of the free report it talks about. The free report, by the way, comes in the form of a long copy letter (written by me) and then, when

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you get it, I suggest you study it very carefully. I urge you to do this for two reasons:

1. There is a very good chance you'll want to actually get a copy of this book once you understand all the grief it can eliminate from your life.

2. And secondly, even if you're not interested in the book itself, you should study the letter, which by itself, is a classic "Halbert Textbook Case" on how a follow-up letter should be written.

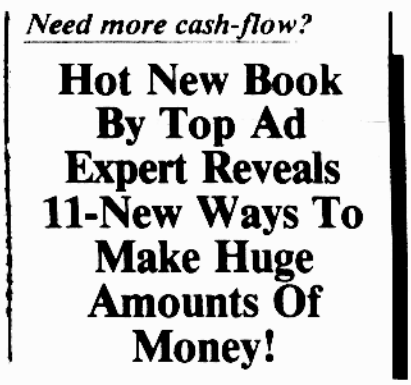
(Not only that, now that I'm writing for clients again, I like to show off how good I am.)

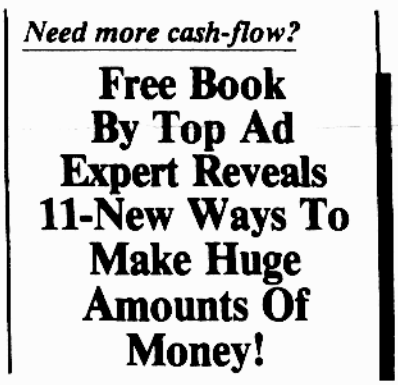
Now, with your permission, I'll use another recent "real world" example of another basic concept. Most of you already have or at least know about my book called *How To Make Maximum Money In Minimum Time* which is mostly made up of slightly edited back issues of this newsletter. Well, I've never made much of a profit selling that book. (Actually, I never really tried very hard.) But anyway, I've sold it at $39.95 plus s&h, $19.95 plus s&h and, recently, I tried the flat $10.00 price with no s&h charges.

In any case, even though I've never made much of a profit selling that book, I've made huge amounts of back-end money from a good percentage of those people who've read it. Many of them, after getting this small taste of my wonderfulness, go on to become subscribers, Lifetime subscribers, seminar attendees, audio and video tape buyers and clients. Therefore, it finally dawned on my stupid ass I should get this book read by as many qualified potential subscribers as I possibly could. How to do it?

Offer It Free!

Please study the two headlines I'm reprinting here side by side.





Both of these ads contain the exact same body copy. You've already seen the difference in the headlines. Now let's take a look at the difference in the copy explaining the ordering instructions. Here they are side by side:

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Believe it or not, this amazing book sells for only $10.00 and that even includes all shipping and handling charges. Also, it comes with a 100% iron-clad money back guarantee and . . . it will be shipped to you *immediately* via first class mail! It is easy to order. All you have to do is write your name and address and the words "Maximum Money Book" on a piece of paper and send it with your payment of $10.00 to:

Gary Halbert Advertising
3706 N. Roosevelt Blvd.
Suite A, Second Floor
Key West, FL 33040

Checks and money orders should be made payable to "Gary Halbert Advertising" and, if you want extra fast service, you can use your credit card and order by phone. Our office is open Monday through Friday from 9:00 a.m. to 5:00 p.m. (East Coast Time) and our telephone number is . . .

(305) 294-8425

Believe it or not, even though ***thousands*** and ***thousands*** of people have already paid $42.00 ($39.00 + $3.00 shipping and handling) to receive this book, you can get a copy ***absolutely free!*** In fact, I'm ***not*** even going to ask you to pay the small shipping and handling charge . . . ***even though I will ship you the book immediately by first-class mail!***

It's easy to get your free copy. All you have to do is write your name and address and the words "Maximum Money Book" on a piece of paper and send it to:

Gary Halbert Advertising
3706 N. Roosevelt Blvd.
Suite A, Second Floor
Key West, FL 33040

NOTE: If you want extra fast service, you can call my secretary and request your free book by phone. Our office is open Monday through Friday from 9:00 a.m. to 5:00 p.m. (East Coast Time) and our telephone number is . . .

(305) 294-8425

The ad on the left, the one offering the book for $10.00 ran on page 30 of *Investors Business Daily* on Tuesday, October 27th. The ad on the right, offering the book <u>free</u> ran on page 31 of *Investors Business Daily* on Tuesday, November 10th. Would you like to know the difference in response from those two ads? Aha! I thought you would. Well, the figures I have so far indicate the free offer outpulls the $10.00 offer...

By A Factor Of <u>300</u>%!

But wait. Aren't those who responded to a free offer less qualified prospects than those who paid a little something... even if it was only $10.00? Perhaps so. But I've looked at the leads generated from the free ads and most of them are from stock brokers, money managers, marketing people and so forth. Therefore, in my opinion, the "leads" are about equal in quality but, by making the book available free, I get... <u>three</u> <u>times</u>... as many prospects.

Now listen: You've got to be careful when you do something like this. In my case, one of the factors which makes it work is, I'm only placing my ad for the free book in publications with high-quality affluent readers. I think

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you'll agree, there's a much smaller "flake factor" among the readership of *Investors Business Daily* than there is say, in *The National Enquirer*.

If I ran the free offer in *The National Enquirer*, I bet I'd be swamped with replies. However, I also bet hardly any of them would convert to subscribers.

You might also be interested in how I follow-up the leads for the free book. First, I immediately send them a personalized letter with a dollar bill attached to the first page. The letter tells the reader he's made a wise decision in requesting the book, it resells him on the value of the book and... it urges him to read it right away. It also suggests he frame the dollar bill attached to the letter because it might be the first of a million such dollars he will eventually receive because of his association with me.

Next, the book is sent to him by first class mail.

Next, after giving him a few days to read the book, we send him a "Lifer pitch" with a personalized cover letter.

Next, he gets a phone call (very low key) from one of my staff gently nudging him to become either a Lifetime or a regular subscriber. Please, always remember this:

There Is A Huge Difference Between
Just Selling A Product As
Opposed To Building A Business!

And now, good friends, I embarrassedly come to a part of this issue many of you are going to love because...this is where Gary Halbert eats crow!

Two issues ago, in the September issue of this newsletter I offered my subscribers a set of tapes and other materials from Jay Abraham which were priced at $999 plus $25 shipping and handling. Well, guess what? As hard as it may be to believe, there seems to have occurred some kind of snafu at Jay's office and those orders cannot be filled on any kind of even a reasonably prompt basis. Therefore, my office personally called everyone who ordered the Abraham tapes and apologized and told them I wouldn't be able to process their orders. However, to make amends, I offered to let them buy the tapes and materials from my "Hurricane Relief Seminar" for the same price they paid for the Abraham tapes.

They were delighted. After all, the "Hurricane Relief Seminar" tapes were priced at $1,750 for those who ordered before Thanksgiving and $3,500 for those who ordered after Thanksgiving. Well, forget that. I can't sell some people the tapes for $999 and then sell them to other people for $1,750 or $3,500. And so, the new official price of the priceless "Hurricane Relief Seminar" tapes is only $999 plus $25 postage and handling.

You know, I have enormous respect for Jay Abraham's marketing genius (although I don't feel the same way about his organizational and follow-up skills). But, as much as I admire his genius, he is, after all, only one man. And, if you order the "Hurricane Relief Seminar" tapes...

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You Will Be Getting The Collective Wisdom Of A Virtual Army Of Marketing Experts!

Now, get this: Since I've been forced to reduce the price of these tapes and materials to a mere fraction of what they're worth, I've decided to go all out and make the purchase of these tapes almost irresistible. How? Simply by adding two more factors to the equation:

1. When you purchase the tapes you will also get the non-exclusive rights to reproduce any or all of them and sell them or use them as premiums for your own marketing efforts! (The only condition is, you must agree to donate 10% of what you sell them for to the Red Cross Hurricane Relief Fund.)

2. If you're a little hard up for cash, you can, with a modest down payment... buy the tapes... on credit!

Look, you can pay either by check or credit card but, since this new offer dictates we must know how many more tape sets to produce, I am asking you to call us as soon as possible at **(305) 294-8425** and tell us you're going to be ordering them.

Just think: Now, you'll not only get the marketing education of a lifetime, you'll also be getting 23 extremely hot products you can sell in any fashion you so choose.

Hey friends, (and don't tell me you're not my friend because nobody tells me who my friends are) will you, at last, admit Sir Gary of Halbert...

Is Truly A Prince Of A Guy!

Sincerely,

Gary C. Halbert

P.S. Speaking of products, if you yourself have a product you'd like to see featured in my *HOT STUFF!* newsletter write (*don't phone*) and give me all the details.

P.S.#2 Oh wow! I almost forgot. If you decide to purchase the "Hurricane Relief Seminar" tapes you will also receive a complete "camera ready" promotion written by yours truly which you can use to market the tapes!

Peace.

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THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Thursday, 10:30 a.m.
December 24, 1992

Dear Friend & Subscriber,

It's sure been a tough year, hasn't it?

For public and private disasters, I've never seen a year like 1992. Riots, burning and looting in L.A. Hurricanes in south Florida, Louisiana and Hawaii. Earthquakes in California. Famine in Somalia. A wretched economy that destroyed thousands of businesses and left millions unemployed. And on and on and on.

That's just a glimpse of the hundreds of public calamities.

In the area of personal disasters, the AIDS epidemic continues to run rampant, scores of untimely deaths due to accidents, deadly diseases, and stress. Horrible injuries and disfigurements due to drunk driving and other inexcusable, insane human behavior, etc.

In my own life, I have a friend who left the Keys and has become addicted to heroin and now has to shoot up ten bags just to make it through the day. Another friend, in the prime of his life, was killed in a terrible auto accident while driving to work. My friend and employee, Richard "Ricky" Platt was sitting in a bar minding his own business when he was grabbed from behind by six muscle-bound men who dragged him into an alley, punched, kicked and knifed him. Something really awful happened to Paulette's daughter which made Paulette decide to raise her children in her hometown in upstate New York and now she commutes back and forth from New York to Key West and, I only get to see her half as much as I used to. (That hurts.) My business nose-dived partly because of the economy and also, because of the disruption of Hurricane Andrew and my personal and public expenditures to help the hurricane victims. Blade Thomas has a brand new baby boy who developed infant botulism and the hospital bills were $20,000 a week. Etc., etc., etc.

But you know what else?

I Can't Even Bitch About My Problems!

Why? Simply because so many others have suffered so much more, it seems to me it would be almost sacrilegious to whine and snivel about my personal lot in life.

But... more and more... it keeps being brought back to me that, for the most part, the quality of our lives depends on our own actions and not acts of God, nature, politicians and the economy. Personally, I've come to believe the world is not hard, cold, warm or wonderful. In my opinion, the world...

Is Indifferent!

For the most part, I believe we can have... whatever we choose.

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Not long ago, Eric Weinstein weighed 260 pounds and had the highest cholesterol level ever measured by his personal physician. He smoked like a fiend and, in general, was a walking time bomb with a high likelihood of being felled by a stroke or a heart attack at any moment. To compound matters, he fell on the sidewalk in San Francisco and had to undergo months of agonizing therapy to regain his mobility.

What was Eric's reaction to all this? He chose to change his life. He's lost nearly 100 pounds. He now gets up at 5:20 a.m. so he can be at the gym at 6:00 a.m. for his daily workout. He's drastically changed his diet and completely stopped smoking and, as a result...

He Looks Like A Movie Star
Or Some Damn Model From *GQ*!

I can never forgive him for this. Whenever we're together nowadays, in a bar or restaurant or something, the women around us compete to catch his attention and they look right through me. Hell, it's like I'm invisible or something.

Wanna know about another guy who ticks me off? Listen to this: I've got a motorized treadmill and a heart monitor to use with it so you can measure your fitness level. Well, many times, I've had friends and acquaintances who wanted to take the treadmill evaluation test which measures your fitness and tells you where you're at from level one (nearly dead) to level nine (world-class athlete).

Almost everybody who's been on it has tested somewhere around my level and some, even lower. And then comes along this SOB named Ed Berry who actually breezed through level nine and...

This Scumbag Is Older Than Me!

I later find out this guy's the third-ranked triathlete in the U.S. for his age group and has a resting pulse rate (are you ready for this?) of 35!

Look, I don't need guys like Ed Berry and Eric Weinstein in my life. It's too humiliating. If these two creeps had any decency, they'd hide their glow under a basket somewhere so I could continue to delude myself as to what a hotshot I am.

I'm kidding, of course. Eric and Ed are two of the finest people I've ever met and rank at the the top of the list of my personal heros. Their examples have inspired me to stop indulging in self-pity because of growing older and to change my diet and start exercising (roadwork and weights) for more than 2-hours nearly every day. I may never end up looking as good or being as fit as either of these two guys but, dammit, if they can do it, so can I and, I am now committed to being as good...

As Gary Halbert Can Be!

I wonder. Are you committed to being as good as you can be? Or, have you been like me, singing the "woe is me" blues and using the economy, your age or some other aspect of your personal circumstances as an excuse for living a cut-rate life?

In truth, it's not your circumstances which count. No. It's your reaction and attitude to those circumstances, your point-of-view. It's amazing how two

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people can look at the same situation and read it so differently. Ever hear the story about the boy and his father who walked into a room full of horse manure? The father was appalled and dismayed but the little boy was grinning from ear-to-ear. "What are you smiling about?" asked the father. And, the little boy answered...

"Because There's A <u>Pony</u> Around Here Somewhere!"

Same circumstances; different points of view.

Here in Key West there's a place called "The Life Center Foundation." Its purpose is to help alcoholics and other substance abusers stay clean and sober and regain their self-respect and start contributing to society in a positive way. Recently, on Sunday, the 6th of this month, both *The Miami Herald* and *The Key West Citizen* decided to publish a story on The Life Center Foundation. The headline in *The Key West Citizen* was... **"Center Helps Addicts Recover"** followed by the subhead, **"Foundation helps those lost in grip of drugs, alcohol."** The first two paragraphs set the tone of *The Citizen's* article:

> "Miracles happen at the house on the corner of Southard and Elizabeth Streets in Key West.
>
> "There, men who have fought lethal battles with alcoholism and drug abuse are set on the road to healing." Etc.

Now, let's look at how *The Miami Herald* covered that same story on the same day. Here's *The Herald's* headline... **"Neighbors Vent Wrath On New Detox House."** Here's some excerpts from *The Herald* article:

> "When The Life Center moved into its new house on Elizabeth Street two weeks ago, it was greeted with suspicion from the neighbors and interrogation from the City Commission." "I feel like this is the wrong neighborhood to put something like this in." "Unwelcome neighbors." "Fear and suspicion." Etc.

Same story, same day; different slants.

Where am I going with all this? Look, this is the 75th issue of this newsletter and, recently, I've been reviewing my back issues. The vast majority are jam-packed with hard-core "How To" information. But, it is my belief, all of us need not only instruction but, also...

We Need <u>Inspiration</u>!

So, this month, after this horrible year, I'm in a reflective mood and this issue is a little different. For one thing, it's the only issue I've ever designed for part of it (3-pages) to be cut apart, xeroxed and framed. Actually, you have my permission not only to frame those 3-pages but also to send them to other people and publications or publish them yourself or use them in any way you see fit. These three pages were written <u>not</u> by me but, by another of "Halbert's Heroes." His name is Dave Kekich and he has written out 100 rules for living called "Kekich's Credo." I'll tell you more about Dave later in this issue. But first, I want you to read the credo by which he lives:

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KEKICH'S CREDO

1. Constantly strive to increase order and discipline in your life. Discipline usually means doing the opposite of what you feel like doing.
2. Cherish time, your most valuable resource. You can never make up the time you lose. To do the most productive thing possible at every given moment, free yourself up to focus on the essence building functions that you do best. Contract everything else out or do them in off-hours.
3. Think carefully before making any offers, commitments or promises, no matter how seemingly trivial. These are all contracts and must be honored. These also include self-resolutions.
4. Strive to be exceptional in all important endeavors by doing more than is expected of you. Give it your best. Be willing to pay the price. Expect half-hearted results or less from half-hearted efforts.
5. Always show gratitude when earned, monetarily when possible.
6. Produce for wealth creation and accumulation. Invest profits for wealth preservation and growth. Be a producer first and foremost and save a minimum of 20% of all earnings. Pay yourself first.
7. Cut all ties with dishonest, negative or lazy people.
8. Learn from the giants.
9. A little caution avoids great regrets. Hope for the best, and prepare for the worst. Keep fully insured physically and materially and keep hedged emotionally. Insurance is not for sale when you need it.
10. Learn the other side's needs, offer as little information as possible, never underestimate your opposition, and never show weakness when negotiating.
11. Never enter into nor invest in a business without a solid, well researched and well thought out written business plan. Execute the plan with passion and precision.
12. Success comes quickly to those whom develop great powers of intense sustained concentration. The first rule is to get involved by asking focused questions.
13. Protect your downside. The upside will take care of itself. Cut your losses short - and let your profits run. This takes tremendous discipline.
14. The primary purpose of business is to create and keep customers. Marketing and innovation produce results. All other business functions are costs.
15. If it's not proprietary, it won't work. Pay only on performance.
16. Competence starts with guaranteeing your work.
17. Life operates in reverse action to entropy. Therefore the universe is hostile to life. Progress is a continued effort to swim against the stream.
18. Focus first on doing the right things and second on doing things right by paying strict attention to details.
19. Use leverage with ideas (the ability to generalize is the key to intellectual leverage), work, money, time and people. To maximize profits, replicate yourself. Earning potentials becomes geometric rather than linear.
20. Rationalizations are generally convenient evasions of reality and are used as excuses for dishonest behavior and/or laziness.
21. Always have lofty explicit goals and focus on them intensely. Assume the attitude that if you don't reach your goals, you will literally die! This type of survival pressure mindset, no matter how briefly used, forces you to use your time effectively... and illuminates new ways of getting things done.
22. The value of any service you have to offer diminishes rapidly once it's provided. Protect your compensation before performing.
23. You can usually determine a person's character by the company he keeps.
24. Enthusiasm covers many deficiencies - and will make others want to associate with you.
25. Working for someone else gives you little or no chance to make a fortune. By owning your own business, you only have to be good to become wealthy.
26. Religiously nourish your body with proper nutrition, exercise and rest.
27. Don't be afraid to say "no."
28. Keep an active mind, and continue to grow intellectually. You either grow or regress. Nothing stands still.
29. Never be undercapitalized when starting a new venture.
30. Socialism appeals to psychological and intellectual weaklings. Take full control of, and responsibility for, your conscious mind and all aspects of your life. Do not depend on others. Being incompetent or dependent in any part of your life or business opens you up to manipulation and mysticism (laziness and evading reality).
31. If there is not a conscious struggle to be honest in difficult situations, you are probably being dishonest.

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Characters aren't really tested until things aren't going well or until the stakes are high.

32. Do not compromise if you are right. Hold your ground, show no fear, ask for what you want, and the opposition will usually agree.
33. If the situation is not right in the long term, walk away from it. Maintain a long term outlook in all endeavors.
34. Never be pressured into making an immediate investment decision. Invest only after strict and complete due diligence.
35. Always have one more project than you can comfortably handle.
36. Keep your overhead to a minimum. Rely more on brains, wit and talent... and less on money.
37. Put no limits on your imagination.
38. That which is most satisfying is that which is earned. Anything received free of charge is seldom valued. You can't get something for (from) nothing. The price is too high.
39. By adhering to a strong honest philosophy, you will remain guiltless, blameless, independent and maintain control over your life. Without a sound philosophy, your life will eventually crumble.
40. It takes almost the same amount of time and energy to manage tiny projects or businesses as it does to manage massive ones... and the massive ones carry with them - proportional rewards.
41. There is no such thing as "just a little theft" or "just a little dishonest."
42. Expect to receive the treatment you administer - and welcome it.
43. Take full responsibility for your actions or lack of action. He who errs must pay. This is an easy concept to grasp from the recipient's end.
44. An hour of effective creative thinking can be worth a month of hard work. Get in the habit of regular, precise, hard disciplined... and integrated thinking.
45. Out-think, out-innovate and out-hustle the competition, and vividly visualize yourself as winning before entering into every deal or competitive situation. Maintain a blood-smelling, fighter pilot life-or-death attitude when any deals get near to a close.
46. First impressions are lasting impressions. Put your best foot forward.
47. The right thing is usually not the easy thing to do. You may sacrifice popularity for rightness, but you will sacrifice self-esteem for wrongness.
48. Lead by example.
49. Have strict and total respect for other people's property.
50. Try to understand others' frames of references, needs and desires in all dealings, determine what is honest, fair and rational... and act accordingly.
51. Long term success is built on credibility and on establishing enduring relationships with quality people based on mutually earned trust.
52. Don't be preoccupied with things over which you have no control.
53. If it can't be observed, it's not true. Never act on blind faith.
54. Don't enter into a business relationship with anyone unknown to you without being furnished with references dating back at least 10 years. If he doesn't have good enduring relationships, stay away.
55. Enjoy life. Treat it as an adventure. Care about the outcome, but not too much. Things are seldom as bleak as they seem when they are going wrong - or as good as they seem when going well.
56. The best way to get started is to get started. Do it now... and work every project to its conclusion with single minded concentration.
57. You can get any job done through the sheer force of will when combined with uncompromising integrity and competence. Strong leadership is the key.
58. You have to play it where it lies.
59. The foundation of achievement is intense desire. The world's highest achievers have the highest levels of dissatisfaction. Those with the lowest levels are the failures.
60. Integrate every aspect of your life (body, mind, spirit, relationships, business) and each within itself.
61. Never be deceptive when trying to achieve a personal gain. Shortchanging others results in loss of self-esteem.
62. If your purpose of life is security, you will be a failure. Security is the lowest form of happiness.
63. Never enter into a contract unless all parties benefit. But no partnership is ever 50/50. There will always be inequities.
64. Review the basics of your profession at least once per year.
65. Negative thinking results in the destruction of property. It is anti-property, therefore anti-capitalistic and anti-life.

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66. Check all representations on which you rely made by everyone.
67. High self-esteem can only come from moral productivity and achievement.
68. There are an infinite number of new opportunities. Actively seek them out, and position yourself to recognize and take advantage of them.
69. There is no such thing as a good idea unless it is utilized.
70. To maximize profits, learn to identify universal problems, solutions and trends. Identifying and solving problems is the essence of profit generation.
71. To maximize opportunities, seek and master the complicated. The major solutions you find will be surprisingly simple, and the competition is minimal.
72. Always have options.
73. Nothing wins more often than superior preparation.
74. Patience is profitable. Achievement comes from the sum of consistent small efforts, repeated daily.
75. Persistence is a sure path to success. Never, ever, ever give up.
76. When you don't know, don't bluff - ask. You will compliment and learn.
77. Always try to increase the size of the pie, rather than just your portion.
78. Rewards are rare without risks, but take only carefully calculated risks. Make sure the odds are on your side.
79. The "how" you get it is more important than the "what."
80. Be explicit and semantically precise in all communications, agreements and dealings. Summarize and write down important discussions... and make sure all sides agree. Putting agreements in writing avoids misunderstandings. Memories are fallible, and death is inevitable (so far).
81. Be productive rather than reactive. Attack life.
82. Don't believe it's true or right just because it's conventional. Stretch your imagination on every deal and look for an unconventional creative opportunity in every mistake or problem.
83. Enjoy your vocation, or find one that you do enjoy - one that excites you the most.
84. Nobody gets old by surprise.
85. It's hard to learn and talk at the same time.
86. Fill your life with positive expectations. Demand the best. Attitude and desire contribute to 80% of your success. Anyone can learn the physical mechanics.
87. The key to mastering time is to arrange your daily activities into compartments (telephone calls, meetings, etc.) and to move on to each compartment precisely when the current one's time has lapsed, or when its work is completed - whichever comes first. Get your most dreaded compartment's task out of the way before doing anything else in that compartment.
88. The source of lasting happiness can never come from outside yourself through consuming values - but only from within yourself by producing values.
89. An avoided problem will not go away, but usually gets worse. Anticipate and eliminate problems - or meet them head on at the outset.
90. For each action you take, ask yourself if you would be embarrassed if it were published.
91. When someone makes a big issue about his honesty, he is probably dishonest.
92. Put the magic power of compound interest to work with every available dollar.
93. The best investment you will ever make is your steady increase of knowledge. Invest in yourself. Thirty minutes of study per day will eventually make you an expert in any subject - but only if you apply that knowledge. Study alone is no substitute for experience (the gradual process of learning from - and to repeating your mistakes.) Education is always painfully slow.
94. It takes a lifetime of effort to build a good reputation but only a moment of stupidity to destroy it.
95. You are exactly what you believe and think about all day long.
96. Whenever something sounds too good to be true, you can bet it is. Refuse to be swayed by emotion when it conflicts with reason.
97. Anxiety is usually caused by lack of control, organization, preparation and action.
98. The first rule of sharpening your mind is to be an alert and sensitive observer. Constantly pay attention. Observation is the genesis of all knowledge and progress... and is the first step of every thinking man's tool - The Scientific Method.
99. It takes a wise man to learn from his own mistakes... and a genius to learn and profit from the mistakes and experiences of others.
100. The purpose of life is to delay, avoid and eventually reverse death.

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Pretty good rules to live by, aren't they? And now, as promised, I want to tell you a little more about Dave Kekich. Fourteen years ago Dave was a health and fitness nut. He was doing weight training, long distance running and consumed a low-fat, high-fiber diet long before all this became fashionable. His life was golden!

Then, while doing seated, alternate curls at his local gym he experienced some discomfort and pain. It got worse, and to shorten a long story, Dave became a complete paraplegic and has been confined to a wheelchair ever since.

I've been talking to this guy for months and I never even suspected! He's confident, cheerful, full of enthusiasm and humor and has sometimes remarked on his intention to steal Paulette away from me. (I bet he could, too!)

Anyway, here's my point: If Dave Kekich can remain productive (extremely), confident and cheerful under his circumstances, don't you think maybe... just maybe...

It's Time For You And Me
To Stop Whining And Start Making
The Best Of The Much Better
Cards We've Been Dealt?!

Think about it.

Also never fear, I'm coming right back in January with more hard-core, "How To" info like I've never written before. People like Eric, Ed and Dave have inspired me to work to make my life... and... my newsletter ever better and better and better.

By the way, Dave Kekich is a hell of a good guy to work with. He's a bloodhound when it comes to tracking down profitable investments, an excellent writer of ads, direct mail letters, books and reports and, in general, a real "upper" to speak with. If you'd like to contact him for any of the above reasons or, perhaps, to send him a belated Christmas card, his address is:

Dave Kekich
247 Shekomeko Boulevard
Suite 107
Johnstown, PA 15905

By the way, I know this issue is somewhat different than most of my newsletters and I would welcome some feedback. I also wouldn't mind getting a belated Xmas card from you either. After all, I've sent you one. Don't believe me?...

Just Turn The Page!

Gary L. Halbert

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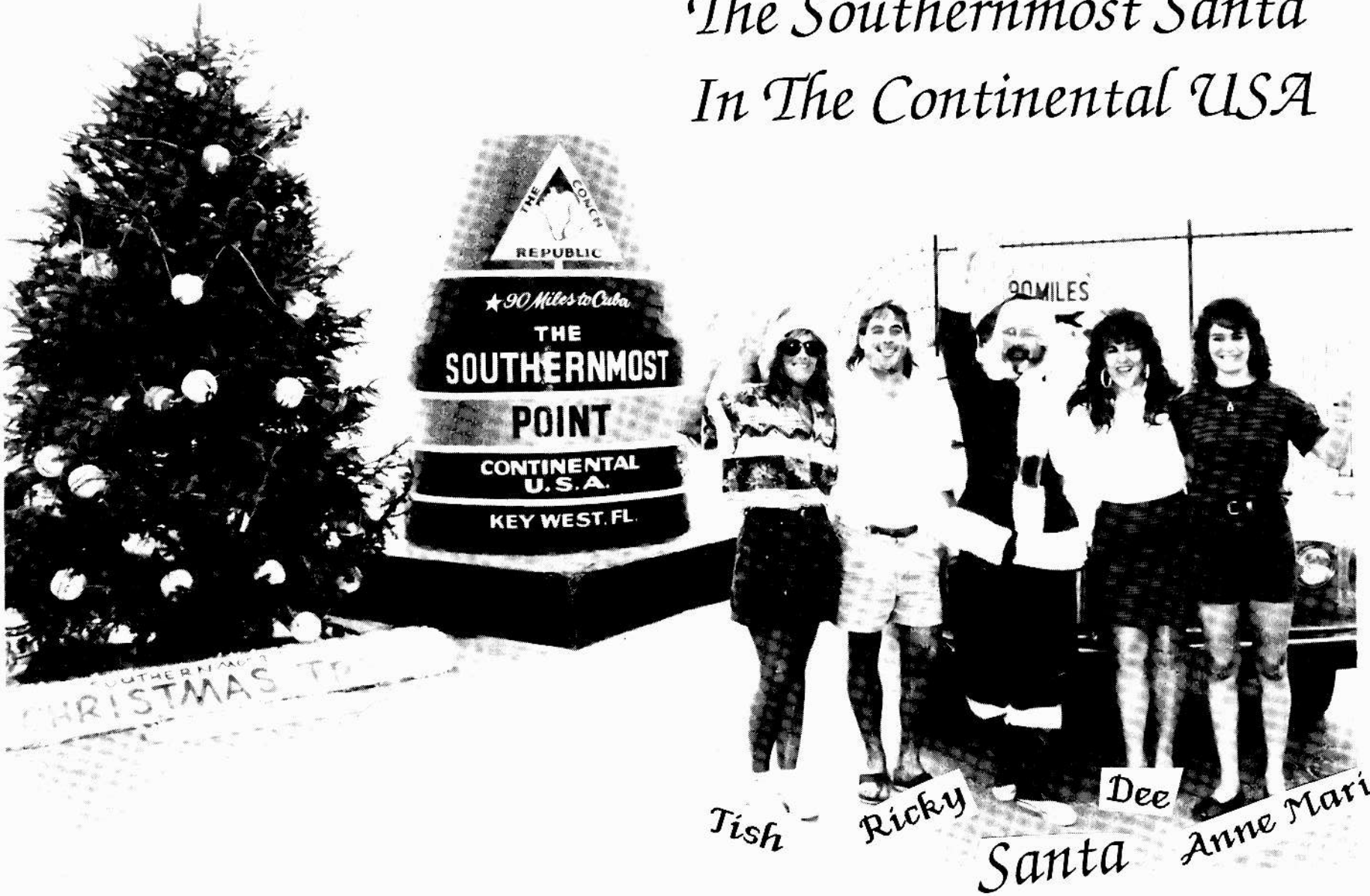
Seasons Greetings From The Southernmost Santa In The Continental USA



THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 11:49 a.m.
January 20, 1993

Dear Friend & Subscriber,

It wouldn't seem right to me to begin this letter without first acknowledging all the wonderful phone calls, letters and Christmas cards my office has received in response to my last issue.

You know, although I deeply appreciate all the wonderful comments people make about me, sometimes (often) when I'm feeling down in the dumps (or down on myself) those comments make me realize many people are delusional about how "together" I am. Listen, I do realize my writing and advice has helped a lot of people but, don't kid yourself, there's no person in the world (at least any I know about) who you should use as a total example of how to run your own life. In fact, if you knew all the details of my life and all my shortcomings (I sincerely hope you never do) you'd realize just what a flawed human I am. Remember this...

Almost Nobody Is As Good
As His Own PR!

But, those cards, letters and calls were great. They lifted me some when I really needed it.

Enough of that. Now, let's get to some hard-core, how-to "meat" you might be able to use to enhance your income. You know, one of the surest ways to enhance your income is to improve your ability to communicate with other people. I recently read a terrific book called *You Are The Message* by Roger Ailes. Mr. Ailes was raised in Ohio and, early on in his

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career, he started working as a "go-fer" for radio and TV stations. Then, as he progressed, he ended up as the main hauncho of the "Mike Douglas Show."

Currently, he is a communications consultant and he counsels corporate executives, celebrities and, at least once, Ronald Reagan when he was our President. Mr. Ailes gives the best advice I've ever read on how to get a message across to other people whether or not it's in a small business meeting, a speech at a seminar before a thousand people or during a TV interview watched by tens of millions of people.

What I'm going to write about here, however, is some of what I've learned about giving profitable seminars. We're going to start at the top, so to speak, and talk about a few things I've learned about giving very expensive seminars. As you know, my most expensive seminars cost $6,950 per attendee. Other seminars are even more (much more) expensive ranging up to at least as high as $25,000.

Should you be considering giving such a seminar, one thing you must do is, you must know your subject cold and, you must be totally prepared. It would probably be helpful if you would first outline in detail all you intend to teach your attendees. Then, you can "flesh out" every section of your outline with as many details as possible and you can write out these details on 3x5 index cards. Number the cards in the order you want the details on each card presented to your audience. After that, set up a TV camera and tape yourself during a "dry run" of your presentation. Then, pop the tape into your VCR and watch yourself and take notes. What you're likely to discover are places where you stumble, places where you shine and places where you're just plain boring.

Next, outline your seminar again and again fleshing out your notes with details. Make a new set of numbered index cards on which, as much as possible, you've eliminated the places where you stumble or are boring and, enhance those places where you shine.

OK, next review your cards and decide what kind of "pass out" material you have (or can create) which will help your audience understand what you're trying to get across. Get this material together and then, start thinking about what other speakers you can invite to participate in your seminar.

A word of caution here: An expensive seminar should not be a blatant sales pitch. When someone is paying thousands to soak up your wisdom, one of the last things you need is some clown up on stage acting like a carnival barker and hawking his wares with a

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vengeance to your audience. Your speakers should be there to give and not to sell.

Not exactly anyway. But, you see, if a speaker gives his all, holds nothing back, not only will he please your audience, he'll also likely impress some very serious players who'll end up doing business with him. That's proper. That's the way it should work.

Some other special tips. When you're about to do a very expensive seminar, it would help if you went into "training" for it. Slack off on your drinking and/or other debilitating habits, do some roadwork, visit the gym a little. Look, when you're on stage, facing a couple of hundred people who've paid thousands to be in that room, you really need to be at your personal best. Being hungover, fogged, listless or low on energy is not going to play very well.

Also, even if you have no fear of public speaking, do not underestimate the enormous stress involved of having to be "at peak" for perhaps 12 hours per day for several days on end in front of hundreds of people. One thing I've found helpful is to get your doctor to give you a Vitamin B shot the day before the seminar. Another is to arrange to have a massage each evening of the seminar just before you go to bed.

And now, here's a tip that seems like a virtual lifesaver. At least to me. You will, of course, provide ample time for questions and answers during your seminars. However, many people save their questions till they can ask you them during the breaks. My friend, when I'm trying to be "at peak" for long hours per day, I need those breaks. So, what I tell my audience is...

> "Look, I'm going to be here for long hours for the next 3-days and, while I'm up here, I'm going to give you everything I've got and answer all your questions.
>
> "However, during the breaks, I usually try to lie down for a few minutes to rejuvenate myself. Therefore, I'd appreciate it if, you wouldn't ask me questions then. In fact, don't even bother to say hello to me then. Please... just pretend I'm invisible."

But, having given that little speech, I also realize some people really do need to speak with me privately. That's why I usually try to get for myself the best and largest suite in the hotel. Then, during meals, I often invite a few people to the suite and try to give them the private help they need.

Speaking of hotels, if I were you, I'd try to give my

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seminars at the larger, high-end of the scale, hotel chains. Like Marriott, certain plush Holiday Inns, Sheratons, etc. Also, you and your staff should check in to the hotel a day early. Make sure your seminar room is going to be set up the way you need it. Make sure the sound and video people have all their equipment in working order and are ready to go. (You should nearly always video and audio tape your seminars.) And always remember that, usually...

Everything That Can Go Wrong <u>Will</u> Go Wrong!

What about refreshments? Personally, I think it's not such a hot idea to provide your attendees with a lot of food "buffet style." People vary greatly in what they prefer to eat and besides, one of the advantages of a good seminar is the connections the attendees make with each other (and your speakers) and often when such connections are made, these people need to go off and have a meal by themselves.

However, you <u>should</u> have coffee, both decaf and regular, fruit juices, and some "munchies" set up for your guests.

Now, here's something extremely important. Quite a number of people, both friends and non-friends of mine, are publishing newsletters, writing books and reports and giving seminars selling <u>my</u> information and trying to copy my style. This embarrasses me. What they come off as is a "watered down" version of Gary Halbert instead of an enhanced version of themselves. So, when you write a newsletter or a book, write <u>your own</u> newsletter or book and, when you give your seminar, give <u>your own</u> seminar. People don't want to see an "actor" on stage at a seminar, they want you when you're up there...

To Be <u>Yourself</u>!

Try and be <u>as good a version</u> of yourself as possible, but please, don't try to be me or someone else.

Now, let's talk about selling your high-priced seminar. The first thing you need to know is you probably can't sell it to "cold" prospects. Both Ted Nicholas and I have taken out large ads in publications like *DM News* trying to entice people to a high-priced marketing seminar and we both got zilch for our efforts. You see, to sell a high-end seminar, you've got to have one of two things going for you:

1. A group of loyal fans who've read your book,

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newsletter or whatever and already recognize you can provide them with knowledge of enormous value.

2. Or secondly, you need a strong "host" who has the above who will endorse and recommend your seminar.

Any other alternatives? Well, there's at least one. You can run lead-generating ads for a free or a very low-priced seminar that lasts for perhaps three hours. Then, during those three hours, you can deliver what you promised in your ad and, pitch another seminar those who are serious can attend (which will not be free or low-priced) where people can get the truly detailed info they need.

And, let me tell you brother, if you haven't done this before, it's a hard, hard row to hoe. To pull it off, you've got to be a spellbinding, charismatic speaker plus... an excellent pitchman and closer.

This is not an area for amateurs or the faint of heart. If you're seriously considering doing it, I'd recommend you attend several similar seminars where someone is working this particular formula and take careful notes of how they operate. Last week, Ricky and I went to a Charles J. Givens Financial Strategies seminar in Miami and it was a seminar of this type. The seminar was fine but, after about an hour of giving the audience some useful info, they were offering the "real scoop" which the attendees could get by purchasing tapes and other materials right there at the seminar.

By the way, insiders call this type of seminar a "product dump."

Now, let's back off and take a breather. Most of you reading this are not about to run out and give a $7,000 or $15,000 seminar. I realize that. However, nearly all of you can enhance your written communication skills by enhancing your verbal communication skills. What I'm suggesting here is you consider (if you're not already) doing a little public speaking.

Scary thought? If so, you're not alone. I've been informed more Americans are terrified of giving a public speech than they are of dying. However, getting good at public speaking can tremendously enhance your income or your career. So, I've got a hot tip for you. If you're really nervous about this area...

Start Small!

In fact, start very small. Perhaps you could begin by giving

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a short 10-minute presentation in your office once or twice a week. Maybe you could assemble a small group of prospective clients or some of your established business contacts in a hotel suite once a week and "hold court."

Once you're comfortable with this, consider going to your local Chamber of Commerce and offer to give the members of that organization a free talk on a subject of interest to them.

If you've gone this far, I've got a great "tension-reducing" tip for you to take it to the next level. Write a lead-generating ad for a free seminar and run it in your local paper. And, decide this in advance...

You Are Not Going
To Attempt To Sell Anything
At The Seminar!

Not another seminar. Not video or audio tapes. Not books. Not anything. Look, knowing you're going to have to make a sales pitch soon (when you're a relative virgin at this) is going to put a lot of pressure on you in the early stages of your speaking career. So, to release the tension... simply... don't do it!

Just give a good solid presentation, answer all the questions you can and, thank everybody for coming.

And, you know what? When the people find out you're truly not trying to sell them something, they'll be amazed. They'll also loosen up and be more forthcoming. Quite a number of them will be very appreciative and believe it or not, some of them...

Will Begin To Pitch You
On Becoming One Of Your
Clients!

But please, don't do it with this in mind. In your heart, consider yourself truly doing it as a public service. Treat (in the early stages) any business you get as a bonus and not as a goal.

What about the actual techniques of public speaking? Admittedly, I haven't written much about that here. However, there are dozens if not hundreds of books already written on that subject. And, for my money, the best I've come across is the one I mentioned earlier called *You Are The Message*.

So, do yourself a favor and get it and read it. And remember:

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(A) Start small!

(B) Be very well prepared!

(C) Be yourself; don't try to imitate someone else!

(D) In the beginning, try giving presentations with the idea of not selling anything! (I'm telling you; this really takes the pressure off!)

Now listen: Another way to learn how to give good seminars is by watching video tapes of other seminars. You know, recently, I attended Ted Nicholas' self-publishing seminar in Tampa, Florida and, for me, it was the most valuable one I've ever attended. By actual count, I took 225 notes at that seminar. Ted's tips on self-publishing and marketing are unique, fresh and invaluable. If you weren't able to attend that seminar, I hope you decide to buy the videos of it. Ted has let me have a special deal for my subscribers on those videos and, sometime in the future (when the videos have all been duplicated) you'll get a letter about them.

I don't know exactly when that will be but, please believe me when I say the info on those tapes are very valuable. And, not only is the content excellent, watching the videos will give you a lot of terrific insights on giving your own seminars if you should ever choose to do so.

Oh wait! Before I leave the subject of speaking, I want to say a little something about the use of humor. You know, when I'm talking before my own subscribers who already know I'm somewhat of a nutcake, I can get a little irreverent and have my twisted sense of humor fairly well received.

However, when I'm speaking before people who don't know me from Adam, that stuff just doesn't fly. Sometimes, sometime ago, I've watched videos of myself speaking to a cold audience and...

I Was Very Embarrassed!

What I'd see is myself standing up there like a jackass trying to do a pitiful imitation of Richard Pryor or Eddie Murphy. I've learned you can't force humor on people. It's got to come naturally and only, I believe, after the audience is comfortable with you. Also, I used to be a lot more "off-color" than I am now... even when speaking before my own subscribers. I've learned the hard way there's a lot of intelligent people out there who just don't appreciate that stuff. So, nowadays, I

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mostly save it for my closest friends in a more or less private environment.

Two more things:

(1) Don't think what I've written here doesn't apply to you. Even if you never intend to give a seminar or a speech, improving your verbal communication skills can enormously improve all of your selling skills.

(2) I'm thinking of endorsing a truly unique, quite small and quite cheap seminar on a subject having nothing to do with marketing. But, before I do, I'd like to get some feedback from my readers indicating if they'd have any interest in such a seminar. Here's the scoop: I've got a Lifetime Subscriber named Larry Brown who is a close friend of one of the greatest experts on self defense who ever lived. What this guy knows about personal combat makes karate seem like tiddlywinks. In the past, he's been very reluctant to share this knowledge. But, if you or your wife (or one of your friends) learn just a fraction of these techniques, it could someday save you from grievous bodily harm.

Plus, you can learn a lot from this guy (more than enough) in a matter of hours instead of taking years as it does with some other forms of self-defense.

Would you be at all interested in such a seminar? If so, please drop me a line and tell me so.

Sincerely,

Gary C. Halbert

P.S. By the way, every issue of this newsletter has been protected by the copyright laws of the United States of America. However, some people don't seem to realize this so, from now on, starting with this issue, I've decided to display a formal copyright notice on the first page of each issue. Consider this a warning! Do not reproduce my words or ideas without my express written permission. If you do, you may soon be dealing with the most vicious and aggressive attorney you've ever encountered.

P.S.#2 Thanks again for all your warm letters, calls, faxes and Xmas cards offering me and mine your best wishes and encouragement.

Peace.

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Sunday, 4:55 p.m.
February 28, 1993

Dear Friend & Subscriber,

Recently, I sent a letter to all my subscribers who have renewed their subscriptions in the last few months and asked them what topics they'd like me to write about in my upcoming issues.

The answers were varied, of course, but, one of the most common requests was to write more advice for people still operating at the "kitchen table level."

That's what I'm going to do this month. A short time ago, I was consuming some calories with one of my Key West friends at TGIF's and I got to telling him how I felt selling information by direct marketing was the most perfect business in the world. I explained to him some of the details of how to do it and then told him that's how I had made the lion's share of my income over the course of my career.

Then, he asked me something that stopped me cold in my tracks. He said, "Why did you stop? Why aren't you doing it now?"

You know, that question really made me pause. Because, except for my newsletter and a few other minor efforts, I have almost completely dropped out of self-publishing, a field in which I was previously so successful.

Why did I get out of it, I wondered? And, after pondering this question, I came up with the answer and it was a true "aha experience." Man oh man, talk about a lightbulb going off in your head... this one was a 1,000 watter!

Here's the answer: In the past, every time I created a successful direct response self-publishing project...

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I Had To Create A Huge (By My Standards) Business To Go With It!

And, as you may already know, I get about as much pleasure out of running a business as I would sleeping on a bed of nails.

But guess what? Nowadays, you can create a huge direct response self-publishing business and you can keep your business extremely simple and "postage stamp size." Not only that, you can start on a shoestring and, quite literally, operate right from your kitchen table. What say you and I walk through the steps on how to do this? OK? OK.

First, to keep things as simple and cheap as possible, we're going to make a few initial arbitrary decisions.

1. We are not going to sell audio or video tapes; we are only going to sell "paper and ink."

2. We are not going to advertise on TV, in newspapers or magazines, via post-card decks, 900 numbers or anything... except direct mail.

3. We are not going to have any of the books or reports we are going to be selling printed up... until... we know our campaign is a success!

4. We are going to take a giant step toward putting the odds on our side by only trying to sell our paper and ink product to a hot, starving market that... already exists!

5. We are going to keep our test costs to a dead absolute minimum and not put any serious amounts of money into our project until we are dead certain we have a winner... and... that money will not come out of our pocket, but rather, our cash-flow!

Sound good? Here's how to do it step-by-step. First, we need to get a copy of the *SRDS Mailing List Book* (you can find one at your local library or order one by calling 800-323-4588) and browse through it looking for big current lists of people who've bought something recently by mail. This is the most important step of all. Identifying a large, truly hot market gives you a bigger "edge" on achieving success than any other step.

Anyway, I've done this recently (browse through the *SRDS*) and the market I intend to work is the diet market. As near as I can tell, there's about 2,000,000 people every year who purchase some gadget, pill, audio or video tape, powdered protein or whatever which they hope will help them shed their excess baggage.

OK, now that I've got my target market identified, I've got to create the product. Well, it just so happens I've lost some weight

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recently using some tricks I've learned from a number of books. These are weight-loss ideas I never knew about before and they really are unusual and they really work. So, I've gathered a bunch of these books together and I intend to go through them and extract out all their good ideas. I intend to put my own "twist" on those ideas, enlarge on them and, add some ideas of my own. Then, I intend to write a stripped-down book of about 50 pages concisely explaining those ideas and why they work. Then, after my little book is typed up, I'll start to work on the direct mail promotion to sell it. I've already decided to use a plain printed letter with a headline splashed across the top of the first page. I don't have the exact headline figured out yet but, I do have a "working idea" of it which is...

Hot New Book Reveals
11-Secret Ways To Lose Weight
Fast Even Your Doctor
Doesn't Know About!

The rest of the letter will explain how I've been struggling to lose weight for years and how, finally, I've found some secrets that really work. Much of the letter will contain "teaser bullets" like this:

- A brand new pill just made legal in the United States that melts down fat like magic!
- A simple something you can do after every meal that will burn off more calories than you ate during the meal!
- A 100% drug-free way to stop hunger dead in its tracks before you sit down to eat!
- A secret way to eat the same foods containing the same calories... yet make sure... far fewer calories of those remain in your body!

And so on.

Then, I'll close by offering a money-back guarantee and asking for the order. I'm guessing the letter will be four pages long and I'll send it with an order card and a self-addressed reply envelope.

Next, I'm going to have 1,000 of the direct mail packages printed up and call my list broker and order 5,000 of the hottest diet names he has for rent. The reason I'm ordering 5,000 instead of 1,000 names is 5,000 is almost always the minimum amount you can order.

Anyway, after I've done all this, I myself, will address the envelopes and affix the stamps to the envelopes. Also, I'll have my 1,000 letters, order cards and envelopes printed by a local

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quick-print place and then I'll put them in the mail. Here's a rough estimate of what all this will cost:

5,000 names at $80.00 per thousand	$400.00
Printing	$300.00
Postage	$290.00
TOTAL	$990.00

Since I'll be writing the book and the direct mail package myself, the only cost will be my "sweat equity."

Now, let's say this promotion turns out to be a complete dud. What have I lost? Just $990.00 and my time and effort.

Another scenario is I get a few orders but not enough to go forward. How do I fill those orders? Simply by xeroxing the book and filling the orders that way. Listen: Xeroxing a book is a lot more expensive on a per unit basis than having them printed. Say maybe $10.00 per unit against $1.00 per unit printing cost. But, if I've only got say 5 orders to fill, it's a lot less expensive to spend $50.00 to fill 5 orders than $5,000 to print 5,000 books and then only sell five of them.

Enough of that. Now let's look on the sunshine side of the ledger. Let's say instead of getting 0 to 5 orders, I receive 50. What I do then is either fill those 50 orders by xeroxing them or I write those 50 people and say their books will arrive in about 3-weeks and I scramble like crazy to get them printed as quickly as humanly possible.

Also, I immediately arrange to mail my remaining 4,000 names and I contact my list broker to order other lists to test.

OK, my friend, this is the point where so many times in the past...

I Would Totally Screw Up!

I'd get myself an office if I didn't already have one. I'd twist myself into a pretzel in order to get a merchant account so I could process credit card orders. I'd have a bank of phones installed and hire a slew of employees to process orders and do all the other administrative chores necessary to run a business. If the promotion would keep pulling well, the business would grow and grow and soon I would have a monster on hands called...

Continuing Overhead!

And guess what? When the promotion would start to slump or peter

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out, I'd scramble to come up with another promotion. To make more profit? Oh no... I'd do that so I could feed my ✷✗✦✳ overhead!

And then, I'd be locked into a never-ending nightmare.

But now, there's another way. Here's how I'd handle such a winner (not the test) today: First, I'd have my list broker (Listworks in Deerfield, Florida) pick and order my mailing lists and have them mailed on mag tape to a lettershop (Direct Mail Expertise "DME" in Miami). DME would work with a printer in Miami (Southern Web) and together they'd print, stuff, insert, address and stamp the promotion. Then, under my supervision, the letters would be taken to a post office.

The post office with their usual wonderful efficiency, would process all my mail and get it delivered to my intended recipients. Some of them (let's say it would be the same percentage as I got on my test) would order my book. Some would order by phone and use their credit cards. Others would write checks and order by mail. But, the big thing is, none of these calls and checks would come to me or my office. Instead, they would all go to a processing/fulfillment center (Mountain West in Colorado). MW would process the credit card orders through their merchant account. They'd also deposit the check orders into their checking account. And then, they'd create mailing labels and slap them on the packages containing the books and mail the books to my customers. By the way, the books would have been printed by a printer (Harrywell Inc. in Hot Springs, Arkansas) who would not only print the books but also package them in their mailing containers and then those books would have been bulk-shipped to Mountain West.

Do you see what's going on here? I've created a monster promotion and I...

- Have Not Leased An Office!
- Have Not Ordered A Bank Of Phones!
- Have Not Hassled With Getting A Merchant Account!
- And Have Not Hired A Single Employee!

Also, except for my $990.00 test expenses, I haven't risked any significant amount of money until I had proven results.

Now, let's take another look at some numbers. This direct mail promotion should cost about .50¢ a letter or $500.00 per thousand to mail. Let's say I'm charging $19.95 plus $4.00 shipping and handling for each of my books. Well, to tell the truth, I should be able to print and ship my books out of the $4.00 shipping and handling fees leaving me almost $20.00 contribution to overhead on every order I receive. OK, that means every thousand letters I

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mail costs me $500.00 and brings me a total of $1,200 (50 x $23.95) which leaves me $1,000.00 after filling my orders. Deduct my $500.00 cost to mail my 1,000 letters and I'm making a profit of $500.00 per thousand or .50¢ per letter mailed. And, since there are 2,000,000 hot diet names to mail, that means, without almost any overhead...

My Profit Will Be $1,000,000!

That, of course, is a rather utopian scenario. But, let's say, as I said before, somewhere down the line, the promotion peters out or stops working altogether. The important thing here is I can bail out without having to lay off employees, sell the bank of phones I've ordered, break my office lease, etc.

Look, I've never experienced a more screwball economy than the one we're enduring now. And, the worst thing you can do business-wise, is delude yourself into thinking any promotion is a sure thing... or it will remain profitable. Therefore, more than ever, it is now important to always prepare for "worst case" scenarios and, the best way to do that is...

Never Create Unnecessary Overhead!

Now look, I'm going to give you the names, addresses and phone numbers of the service organizations I've listed in this letter. But remember, there are hundreds if not thousands of other such organizations you can use. Anyway, here we go:

To Order Mailing Lists	Listworks, Inc. 2151 W. Hillsboro Blvd. #300 Deerfield, FL 33442 (305) 481-9400
To Get Lettershop Work Done	Direct Mail Expertise 15240 N.W. 60th Ave. Miami Lakes, FL 33014 (305) 557-6245
To Get A Direct Mail Package Printed	Southern Web Graphics Inc. 1530 S. Federal Hwy. #108 Delray Beach, FL 33483 (305) 321-8940
To Get Books Or Reports Printed, Put Into Mailing Containers And Bulk-Shipped To Wherever You Want	Harrywell Inc. 2920 Airport Rd. Hot Springs, AR 71913 (501) 767-9347
To Get Your Orders Received, Processed And Shipped	Mountain West Communications 110 E. Hotchkiss Ave. Hotchkiss, CO 81419 (800) 642-9378

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By the way, if you use Mountain West to process your orders, you can get a print-out via fax every working day of everybody who has ordered and they pay you your share of the gross on a super prompt basis.

Now listen, don't work on the diet idea I've described here. I'm already working on it. Instead, use what I've described as a "template" for putting your own overhead-free promo together.

Is there a major snag in what I've described here? Yes, there is. It's the creation of the sales letter and the other elements of the direct mail promotion. If you can't do that right, all the rest is moot.

So, let me tell you this: Another thing my feedback letters have told me is my readers want more "how to" on how to write copy. Therefore, in my next issue, I'm going to reveal to you a major copywriting secret never before illuminated in this or any other publication. It's not I've been holding it back from you, it's just I never thought to explain it before.

Don't Miss My Next Issue!

Sincerely,

Gary C. Halbert

P.S. Do you have a paper and ink product you'd like for me to evaluate for you? If so, send it to my office.

P.S.#2 Since our new President hails from Arkansas and, more importantly, since Karen and Bill Myers live there, I know many of you are thinking of moving there yourselves.

Well, Arkansas doesn't accept just anybody as a resident. YOU'VE GOT TO QUALIFY! Therefore, as a public service, I'm reproducing the official form you must fill out to apply for Arkansas residency. For the most expeditious processing, I suggest, after you fill it out, you forward it to Karen Myers for administrative handling. Her address is...

Karen Myers
c/o Group M
321 Ouachita Avenue
Hot Springs, Arkansas 71901

Peace.

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State of Arkansas
Bill Myers (Next Governor)

Application To Live In Arkansas

Name: _____

Nickname: _____ CB Handle: _____

Address (RFD): _____

Daddy (If unknown, attach list of 3 suspects): _____

Make of Pickup: _____ Size of Tire: _____
No. of Hounds: ____ Type: ()Blue Tick ()Beagle ()Black & Tan () Other
How many cars in front yard: _____ How many on blocks: _____
How many kitchen appliances on front porch: _____ Back porch: ____
When and where was your last "ELVIS" sighting? _____
Do you wear mostly polyester pants with snags? () Yes () No
Do you own any shoes (not boots)? () Yes () No
Are you married to any of the following (circle all that apply):
Sister, Cousin, Cousin's Sister, Aunt, Other, Explain _____

Does your wife weigh more than your pickup? () Yes () No
Can you sign your own name and always spell it right? () Yes () No
Have you ever had more than one bath in a week? () Yes () No

Medical Information:

Neck size: _____ () Light Red () Medium Red () Dark Red () Other
Number of teeth exposed in full grin: Uppers: _____ Lowers:_____
Length of right leg: _____ Length of left leg: _____ Other: _____
Do you have at least two (2) of the following: ()BO ()Crabs ()Lice
()Bad Breath ()Scabies ()Fleas ()Tattoos ()Crossed Eyes
()Runny Nose ()Green Teeth ()Brown Teeth ()Yellow Teeth
()Any Teeth - Number of Teeth Missing _____

General Information:

Can you count past 10 with your shoes on? () Yes () No
Past 21 with your fly up? () Yes () No
Favorite Weapon: ()Tire Iron ()Pick Handle ()Log Chain ()Shotgun
Favorite Pastime: ()Drinkin ()Coon Huntin ()Fishin ()Other _____
Truck Equipped With: ()Gun Rack ()Fuzzbuster ()8 Track ()Rebel Flag
()Roll Bars ()CB Radio ()Beer Cans ()Squirrel Tail
Favorite Vocalist: () Willie ()Johnny ()Conway ()Loretta
Bumper Sticker:()Honk If You Love Jesus ()Dial 1-800-Eat Shit ()Old Fart
Cap Emblems: ()John Deere ()Cat ()Skoal ()Budweiser ()Jack Daniels
Memberships: ()NRA ()VFW ()KKK ()700 Club

Your Signature or Mark: _____ Date: _____

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Friday, 8:35 a.m.
March 19, 1993

Dear Friend & Subscriber,

Let's do the twist!

You know, I've been writing this newsletter since 1986 and I've written a number of issues on how to write copy.

However, there's at least one important area I haven't covered and, at least to my knowledge, it hasn't been covered in other newsletters or books on how to write copy. What I'm referring to are known in the profession as "bullets." Bullets are little one line statements of what you'll learn about in the book the copywriter is trying to get you to purchase or some other product he's writing about. Bullets are usually preceded by a dot or an asterisk (the bullet) and they look like this:

- What question you must ask when you rent a car to get the lowest price humanly possible!

- How your military record can get you extra Social Security money!

- The single best way ever discovered to sell a house... and... sell it fast!

- How you can legally tape any telephone call you get from a collection agency... and... how to use that tape to scare the hell out of them... and... even use it (legally) to make them pay you a big settlement!

And so on.

Listen, many of the most successful ads running today are nearly all bullets. Often there's a headline and then maybe two or three (or even just one) paragraph to preface the bullets. Here's an example of such a one paragraph preface:

> "Are you troubled by prostate problems? If so, you may be interested in a new book just released by XYZ

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Publishing. Here's a small sample of what you will learn when you read this book:"

Then, of course, there are bullets, bullets and more bullets followed by ordering instructions.

Let me tell you something: Many times a person will read an ad or a direct mail letter containing dozens and dozens of bullets and, he'll order just because <u>one</u> of them appealed to him. A long time ago (I think it was clear back in the '70s) I was doing some work as an outside consultant for *Entrepreneur Magazine* and I was writing an ad for one of their reports or something and, out of a tremendous amount of bullets there was one hidden in the copy that caused calls to come in for months and maybe even a year later. Here is that bullet:

- FAKE COCAINE: a legal substitute that fools almost everyone!

All that bullet referred to was a small part of the literature in the report or whatever it was in and, I'm not exactly sure who was responding to that particular bullet who would be reading literature from a magazine like *Entrepreneur*. Come to think of it, maybe it was <u>entrepreneurs</u>... only just those who were doing (or wanting to do) something illegal.

Had I to do it over, I probably wouldn't have included such a bullet because I sure don't think it attracted the target audience we were hoping to sell. But, this tawdry example does illustrate the pulling power of a single bullet even if it's buried in a large ad.

I started this issue with the words "Let's do the twist!" What I meant by that is, when you write bullets, you've got to take the facts about the product you're trying to sell and present them in a way that "teases" the reader into wanting the full scoop. Now listen, when I say "twist" I <u>don't</u> mean <u>distort</u>! Your bullets need to be <u>100%</u> <u>truthful</u> but you need to twist the way you write them so the reader gets a teasing glimpse of a particular benefit of what you're selling which makes him hungry for the rest of the story.

Writing bullets is a real art and I don't have a magic wand that will teach you how to do it. The only way you'll acquire this skill is through a lot of practice. However, what I <u>can</u> give you are <u>examples</u> of how it's done... and... give you those examples in such a way I bet it will be very illuminating for you. So then, here's Gary's attempt to give you a few "aha!" experiences on the art of writing bullets. The way I'm going to do this is to give you a number of real life examples taken from an ad for a book. First, I'll show you what it actually says in the book and then I'll show you the "teaser bullet" written to correspond to that section of the book.

WHAT IT SAYS IN THE BOOK:

"Buyers always ask how long a property has been on the market, and when they find out the home has been on the market a long time

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they smell blood. What's more, many buyers wonder what's wrong with the property since it hasn't sold yet. They have second thoughts about bidding on such a place, figuring if nobody else thinks the property is worth what the seller is asking, why should they? As a result, the seller can no longer get the kinds of offers he would have gotten in the past... if your home has been on the market for a long time, you may want to consider taking it off the market for a little while. When you put it back on, you can honestly answer it's been on the market a short time..."

THE BULLET:

- How to sell your home faster by taking it off the market!

WHAT IT SAYS IN THE BOOK:

"The real estate brokers who come to view your home are in essence competing against each other for the listing. And those brokers who have been around for a while have learned from experience that very few new sellers are prepared to hear the truth about what their homes are worth.

"So rather than risk alienating you and losing the listing to a competitor, most brokers will tell you what they think you want to hear, rather than what your home is really worth.

"After a broker has secured the listing, he'll work hard on it for months, gradually getting you to lower your price further and further until finally the home is sold."

THE BULLET:

- A dirty little secret many real estate brokers hope you never find out!

WHAT IT SAYS IN THE BOOK:

"If your interior designer has used your home to make a personal artistic statement, that's great while you're living there but don't expect it to translate well when you're trying to sell. Rather than overdecorating or overrenovating, try to create a neutral canvas onto which a potential buyer can project his tastes."

THE BULLET:

- Why adding improvements to your home can lower its value!

WHAT IT SAYS IN THE BOOK:

"Make closets look larger by removing items that can be stored elsewhere. Arrange the remaining items in a neat, organized fashion. Brighten dark, dull closet walls with a coat of paint."

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THE BULLET:

- Something crucial (and unusual) you must do to every closet in your house before you show it to a would-be buyer!

WHAT IT SAYS IN THE BOOK:

"If you want to be extra aggressive, one thing you can do is to offer brokers a higher commission. Better yet, offer a cash bonus to the salesperson making the deal. (This tactic works best for lower-priced properties.)

"You may find the idea of giving the broker extra money distasteful, even outrageous. But look at it this way: while the couple of extra thousand dollars you're parting with is a minute portion of the selling price, it's a huge portion of the salesperson's fee. Since it takes just as much work to sell an inexpensive property as it does an expensive one, why not give the salesperson a reason to work as hard to sell your property as he would one that was a higher price? Besides, if he's a good negotiator he'll be squeezing that extra couple of thousand out of the buyer (or more accurately, the buyer's bank!) anyway."

THE BULLET:

- The single best investment you can make when selling your home!

WHAT IT SAYS IN THE BOOK:

"Another technique that is very effective in selling the hard-to-sell home is for you to provide financing for the buyer. If this sounds unconventional or makes you feel uncomfortable, remember that back in the late '70s and early '80s when interest rates were in the high teens, seller financing was more the rule than the exception. And if the banks continue their trend toward tight money, it may become the rule again, no matter what interest rates are. So if you're one of those sellers who doesn't need all the cash, you may use seller financing as a way to make the deal more attractive."

THE BULLET:

- How to make sure your buyer gets financing despite the credit crunch!

WHAT IT SAYS IN THE BOOK:

"Nine out of ten homeowners today are operating under a terrible misconception that is costing them a great deal of time and money. I call this misconception the 'fallacy of time.'

"The fallacy of time is the belief that in order to get top dollar for your home you must stay on the market a long time in order to hold out for the highest possible price.

"In fact, the reverse is true. The less time a home sits on the

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market, the higher the price it's likely to bring. Homes that sell for above-average prices almost always sell quickly. And homes that sit on the market for a long time almost always sell for much less than they would have had they sold quickly."

THE BULLET:

- What the "fallacy of time" is... and how falling for it can be hazardous to your health!

WHAT IT SAYS IN THE BOOK:

"And if you live in a state where real estate brokers aren't allowed to draft sales contracts, make sure your attorney doesn't drag his feet with the sales contract. In virtually all home sales, the contract of sale is a preprinted form that the attorney or his paralegal can fill out in a matter of minutes. Remember that you are paying your attorney a significant sum of money; it is not unreasonable for you to expect him to send the contract out that day. And make sure the contract is delivered by hand. I can't tell you how many times deals have been held up because the attorney put the contract in the mail."

THE BULLET:

- Why you should never mail a contract... and what you should do instead!

WHAT IT SAYS IN THE BOOK:

"Odors. It is a scientific fact that the human nose becomes impervious to a smell after it has been exposed to it for just a few minutes. Just because you can't smell an odor doesn't mean that a buyer first entering the home won't smell it. Pay special attention to the litter box and any other possible sources of odors in the home. Keep fresh air circulating by opening the windows or running the air conditioner. And you may consider providing a pleasant scent with fresh flowers, potpourri, or scented candles. If you really want to pull out all the stops, you can try old tricks such as baking bread, boiling cinnamon, or putting a drop of vanilla on a lit lightbulb before buyers arrive."

THE BULLET:

- What you should do to the lightbulbs in your house that can dramatically help you sell it!

Are you beginning to get the idea? I could go on and on with more examples but, really the best way for you to get the "knack" of writing bullets is to read bullet-laden ads and then, order the book or product the ad is selling and study it till you are proficient in spotting the "source" of the bullet. All the above bullets are taken from an ad I wrote for a book titled *Sell Your House Fast*. Here are the rest of the bullets in that ad:

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- How to overcome the single most difficult aspect of selling your home!
- How to get more than your asking price! (You'll be amazed when you learn this!)
- What colors you must never paint your house if you want to sell it fast!
- The single best way ever discovered to sell a house... and... sell it fast!
- How to make sure your lawyer doesn't kill the sale!
- How to get a "selling edge" even 9 out of 10 real estate brokers don't know about!
- Why you should never even think about having an open house!
- Seven questions you should immediately ask a real estate broker before you even consider letting him list your house!
- 5 deadly mistakes most homeowners make when selling their homes and how to avoid them!
- Advice many attorneys give that is absolutely wrong!
- Why you should almost never rent your home!
- 3 strategies for selling hard-to-sell properties!
- 2 clauses you should almost never put in your contract of sale!
- What you can do if your home is worth less than what you paid for it!

May I suggest something? Why don't you order this book and see if you can find the text in the book from which I extracted these bullets. The book is dirt-cheap and this will be an excellent learning experience for you. Not only that, it's the best book I've ever found on the subject of selling a house.

And listen: Another crucial part of an ad or a direct mail promo is the ordering instructions. They have to be crystal clear! So, to help you get an idea of how to do this aspect of your promotions, I'm reproducing below the ordering instructions I wrote for this book:

> Will this book help you? Will it help you sell your house fast (within 30-days) and, still get top dollar for it? Here's how you can find out without risking a single penny. Go ahead and order

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the book by mail. Keep it 30-days and read it and check it out. Then, if you are unhappy with it, send it back and the publisher will return your entire payment to you quietly and without question.

Not only that... you can even post-date your check or money order by 30-days. If you do this, the publisher promises and guarantees not to deposit it for at least that amount of time. Then, if you decide to return the book, the company will send back your uncashed check or money order with no questions asked. You can't lose.

To order, write your name and address and the words "Sell Your House Fast Book" on a piece of paper and send it with your payment of $10.00 plus $2.00 shipping and handling (total $12.00) to:

Pathfinder Marketing
5839 Ponce Ct.
San Jose, CA 95120

Your book will be sent promptly by return mail. If you have any questions, you can call (415) 858-7583. Checks and money orders should be made payable to "Pathfinder Marketing" and it is not a good idea to mail cash.

Thank you.

Well anyway, whether you order the book or not, I hope what you've just read has given you some insight into how to write bullets and ordering instructions. You know, copywriting, when done well, is extremely easy to read but brutally hard to write. Writing is, I believe, the hardest job in the world. Especially if you do it right. And copywriting is the most difficult form of writing. When you're writing a novel, a short story or a non-fiction book or article, you can get away with a little slop.

Not so with copywriting. There... every word... has to count!

But don't despair, you can learn to do it. And, when you do, you can work anywhere in the world and the payoff can be handsome indeed.

I'd like to conclude this issue by telling you a curious story. Not long ago, an officer from the third largest bank in the U.S. spent two days in Key West with me trying to get me to create their advertising. He was flabbergasted when I refused. He said the bank had ad agencies standing in line to "pitch" the bank into being allowed to handle their account.

He was a nice guy, very sharp, and, when he left he understood, I believe, why I couldn't work on such an account. You see, what the bank wanted was more of the "same ol', same ol'." They run full-page ads in

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places like *The Wall Street Journal* with a picture of a guy in a rowboat and eight words saying something like this:

NATIONS BANK: The Power To Make A Difference!

I just checked with Nancy Jones and the cost of running <u>just one</u> full-page ad in the full circulation of *The Wall Street Journal* is $114,605.28.

Can you imagine that? Paying that much money to print eight words having no selling power whatsoever? Think about it: That comes out to...

$14,325.66 Per Word!

It's curious to me. I bet Nations Bank has some of the sharpest executives in the world. I bet they watch every penny of their costs like hawks. I bet they measure everything from currency fluctuations to the square foot cost of each building they rent or buy. I bet when they make a loan, they learn everything about the buyer right down to the maiden name of his aunts. But, on perhaps their most important expenditure of all... their advertising... THEY OPERATE BLIND! I've never even seen them offer a booklet in their advertising so they can at least "semi-measure" the pulling power of their ads.

But then, sometimes, I think it's <u>me</u> that's stupid. Just think, if I handled accounts like this and charged the standard 15% like ad agencies do, I could make $17,190.79 just for writing a lousy eight words every time they run an ad in *The Journal*.

Oh well, it's just not my bag. What I like to do is write ads that make huge profits for my clients. I don't always succeed but often, I put more work into writing one ad than a conventional ad agency does in doing 10-years of work for one of their institutional clients.

Do <u>you</u> have a project for which you need advertising written? If so, I strongly urge you to learn to write the advertising yourself or else hire a <u>real</u> copywriting expert to do it for you.

Someone like <u>me</u>.

Sincerely,

Gary C. Halbert

P.S. I mentioned I had recently solicited some "Feedback" letters from people who had recently resubscribed to my newsletter. Well, even if you haven't recently resubscribed, I'd appreciate a letter from you telling me what you'd like to read about in upcoming issues.

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Saturday, 9:37 a.m.
July 31, 1993

Dear Friend & Subscriber,

What would you guess... more than anything else... would drive a man who is a great salesman... ABSOLUTELY CRAZY?

The answer is simple: It's when he has something to sell that is more fantastic than anything else he's ever sold... and... he is forbidden to tell anyone about it.

Want to make a great salesman twice as crazy? That's easy too. Just give him two fantastic things to sell and...

Forbid Him To
Talk About Either One Of Them!

Sadly, my friend, that's the situation I've found myself in for the last 60-days.

Listen: As you know by now, last month I had a very special "Birthday Bash" seminar. And, as you also know, that seminar sold out so fast I had to schedule another one to take care of the overflow from the first one. The second "overflow seminar" will take place here in Key West on August 6, 7 and 8. And... no... this is not a pitch to get you to sign up for my August seminar. In fact, if you haven't signed up already, you can't come.

We're sold out.

But here's what ticks me off. Even though we've had a good turnout for both these seminars... if... I had been able to reveal the exact nature of these two seminars... you'd have probably sold your house to be able to come.

Sure, I was able to "hint" at what was going to be revealed at the seminars but I've been forbidden to give you specifics. I was

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able to tell you a good friend of mine has discovered a way to get an advertising message before tens of millions of people (every day) for no cost whatsoever. But, in order to help you believe me, I was not allowed to tell you how this can be achieved.

Also, I've been forbidden to write about this secret method of advertising in my newsletter. And, I've even been forbidden to tape these seminars so I could share this exciting breakthrough with you via audio or video cassettes.

That's the first thing driving this salesman (me) crazy.

And the second thing? If possible, it's even worse. Listen, as you know, I've worked with quite a few celebrities during the course of my career: Ernest & Tova Borgnine, Vikki LaMotta, Geoffrey Scott of Dynasty fame, Elke Sommer, etc., etc., etc.

By the way, the last infomercial I did starred Don Drysdale, the famous Dodger pitcher. He was a great guy and I was greatly saddened to learn of his recent untimely death.

Anyway, one of the secrets to having celebrities as friends is not to exploit them, not to be always trying to "cash in" on the relationship.

And so it has come to pass one of my very special friends has agreed to show up at my August seminar. But, I haven't been allowed to advertise the fact she's going to be there. In fact, because her agent is such a jerk (they all are) I'm not even allowed to use her name in print until after the seminar.

However, I have been granted permission (isn't that nice) to publish her picture in this issue of my newsletter. Frankly, I don't understand this reasoning. This woman is a living legend. You've seen her on stage, screen and TV for years. Does her jerk of an agent think you're not going to recognize her when you see her picture? It seems to me, if this guy had even half a brain, he'd either let me use both her name and her picture... or... not let me use either one of them.

Whatever. If you want to see a photo of the special guest who is coming to my August seminar, just look at the next page.

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Hey, how about those apples?

Actually, to tell the truth, she's not going to be there for the entire seminar. She's just come back from Europe and she's scheduled to go to Japan in the near future so, I've only got her for a little more than half a day. But...

What A Half Day That's Going To Be!

All my attendees will get to speak with her, ask her questions and, if they want, they'll be allowed to have their picture taken with her.

Shame on you if you didn't sign up!

Why am I telling you all this? Is there a marketing lesson here?

OK, the answer to the first of those questions is... I'm telling you all this... because... I want to make you feel bad! Look, in the future, whenever I write about something and I say... "Don't

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miss out on this one"... please... take me seriously.

And, the second question... "Is there a marketing lesson here?"... what's the answer to that one? It's yes and, the lesson is...

He Who Hesitates Is Lost!

And, since I'm feeling especially sadistic this month... I've decided to give you another chance to screw up. I'm going to tell you how to get something free (and incredibly valuable) just by dialing my 800 number. There's no cost, no obligation, no nothing. And, if after reading the rest of this issue, you don't dial that number, you are going to be disgusted with yourself for a long, long time.

Here's the story: I've been able to turn two negatives ([1] not being able to disclose the exact nature of my new seminars and [2] not being able to advertise the appearance of my celebrity guest) into... ONE HUGE POSITIVE!

How did I pull this off? Well, first off, the guy who discovered the secret advertising technique, which is the core of my August seminar, said I absolutely could not tape the seminar. Then I told him about my special celebrity friend who is going to be there. What happened when I did that?

The S.O.B. Called Me A Liar!

So then, ticked off to the max, I introduced him to her... and... I thought he was going to faint! (I loved that part.) So anyway, after that meeting, I took him aside and laid the following rap on him:

> *"Look Buckwheat, we've got to tape this seminar. You're going to be up there on stage with a living legend. It'll likely never happen again. And, if we capture it on tape, you'll have something to pass down to your children and grandchildren which they will cherish every day of their lives!"*

He fell for it. And so, my August seminar is going to be taped.

How would you like to have me send you one of the tapes of one of the most exciting parts of that seminar? Would you like me to send you that tape for free? Would you like me to send it via Fed Ex or 2nd Day Priority Mail?

Hark unto me. In next month's newsletter, I'm going to reveal the exact details of the secret advertising method revealed at my "Birthday Bash" and August seminars. And listen, the info in that newsletter will still be valid and still making people rich ten years from now.

But you know what? The people who are going to have the biggest

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edge from this explosive new breakthrough are...

Those Who Get It First!

So, here's an offer you can't refuse. (Not if you're sane, that is.) If you want to be one of the first people to have this information, I will be happy to send next month's newsletter to you via Fed Ex or 2nd Day Priority Mail. Plus, if you so desire, I'll also send you, with that newsletter, a tape of two of the most exciting parts of my upcoming seminar.

Plus... I'll do this free!

Is there a catch? Yes, there is. Isn't there always?

The catch is... if you want the newsletter overnighted... and... if you want the free tape... you've got to call my office and say so. That call will take you approximately...

22 Seconds!

All you have to do is dial 1-800-327-0028 and say to whomever answers (it might be me) something like this...

> *"Hi, my name is So & So. I live in Ohio (or wherever) and I want the free tape Gary mentioned in his last (this one) newsletter."*

And listen, you don't have to call. Even if you don't, you'll still get that special issue of my newsletter. The only thing is, it will be sent to you by regular mail and there will be hundreds of people who will have gotten this info before you and therefore they will have the jump on you... plus... they'll also have the free tape.

It's up to you. Get it free and first... or... get it normally and last.

I bet you're curious as to why I'm doing it this way, aren't you? I bet you're wondering why I just don't overnight that special issue and the free tape to all my subscribers without making them call to request it, aren't you?

There is a reason!

You see, I have found, among almost every group of people, there are dreamers and doers. The doers will do almost anything to gain a competitive edge... while the dreamers will do almost nothing.

Therefore, in a way, this is like a test. Are you serious enough to make a free phone call to get a free tape via a free Fed Ex package?

Or, are you not?

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It's your choice.

Now, unless you are very, very sharp, I bet you have missed the important but "hidden" marketing message in this newsletter. But, being the wonderful person I am, I'm going to "unpack" it and expose it for you.

First, I'm sure you're aware there are certain things which cause almost all men to go goofy. One of these things is a pretty female face. Someone once observed, "All men are like little boys in the presence of a truly beautiful woman."

So true.

What else makes people take leave of their senses? The answer is... FAME!

Did you ever get an up-close look at Mick Jagger? Either in a photograph or in person? I have. I've been so close to him I could almost reach out and touch him. And... I'll tell you something: He's ugly. Not just routine ugly either. Mick Jagger is aggressively ugly. His face is sunken and hollow. His skin looks like it's a half-inch thick. He's skinny and spastic. His lips look like innertubes and his tongue (which he's fond of exposing) looks like a huge red wash cloth hanging out of a slit in a flesh-colored cantaloupe.

Yet, Mick Jagger has some of the most attractive women and men (if his new biography can be believed) standing in line begging to have sex with him.

Why? Because he's...

Famous!

Think about it. Can you imagine anyone, male, female or beast wanting to sleep with Mick Jagger if he wasn't famous?

Want another example how the chance to be famous... or... brush up against the famous makes people crazy? Check out "60 Minutes." Every week for the last 20-some years, shady businessmen who should be doing everything to avoid publicity... have willingly gone before 10's of millions of TV viewers and exposed all their dirty laundry!

Why? Because it's their chance to be...

Famous!

How can you use this quirk of human nature to enhance your marketing efforts?

Well, look at how I did it. Here I am, working with a guy who has discovered the biggest marketing breakthrough of my lifetime

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and, he won't let me write my subscribers about it or even let me tape the seminars where he explains his discovery.

But then, lo and behold, he gets a chance to share the limelight with one of the most famous faces in the world and...

He Completely Melts And Lets Me Tell About His Breakthrough In Any Fashion I So Choose!

But how can you use this phenomena? Simple: As I've urged many times before, use a celebrity in your marketing efforts. If you sell on a retail level, like furniture or cars or something, why not hire a "Loveboat"-type celeb to work for you. Use him or her as a greeter. Just imagine, when your customers enter your premises, they get an immediate handshake or a "high five" from Efrem Zimbalist, Jr., Stuart Whitmore, Ernest Borgnine or someone like that.

They'll be thrilled and you? Hey, you'll be the talk of the town.

What if you don't work retail? What if you are a 100% mail order or direct response type of person?

Then dammit... use a celeb in your ads, direct mail letters or whatever!

Now, here's another way, a "sneaky" way to use a celebrity. Let's say you're going after a really big account and you've got intense competition. Let's further say landing this account will mean mucho, mucho fungolas to you. And, you've got an appointment with "Mr. Big."

OK, you walk into his office and, with you is Liz... oh no... I meant... oh, let's see... with you (and this is just an example) is Elke Sommer. You shake hands with "Mr. Big" and you say...

> *"This is my friend Elke Sommer. I hope you don't mind I've brought her along. She's only in town for a few hours and since I want to spend as much time as possible with her, I'm dragging her around to all my meetings. Is that OK with you?"*

Is that OK? Are you kidding? This is all Mr. Big is gonna talk about for the next month! How Elke Sommer popped right into his office. How she seemed uncannily interested in him and his business. How she'd like to visit him again the next time she's in town.

Would Elke or, at least, some other celeb be willing to do this? Yes, for two reasons. First, because you'll be paying them. And secondly, because...

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It's An Acting Job!

Will this give you an edge? Will crusty ol' Mr. Big fall for this corn? Trust me child... he'll melt!

But wait. Isn't something like this going to cost you an arm and a leg?

Nooo...oo...oo. Not if you do it right. First, go after what I call a "Loveboat"-type celebrity. That's someone whose face is still famous but who is not currently getting a lot of TV or movie work. If you go after this type of celeb, you'll probably only have to pay somewhere between $1,500 to $7,500.

How do you go about getting such a celeb? That's easy: Just follow the very detailed and specific instructions in my newsletter dated 9/1/88.

What's that? You say you don't have that issue? Well, hell's bells, Buckwheat... have you forgotten you're dealing with the "Prince of Print" here?

Which means, all you gotta do is call my office and say you don't have that issue... and then... we'll send it to you...

Free!

Sincerely,

Gary C. Halbert
"He who can't wait till next month!"

P.S. Does my advice sound a little corny? Hmm? I'm thinking about five of my clients who, by doing what I've advised in this issue...

Have Grossed An Aggregate Total Of More Than 150 Million Dollars!

Case closed.

Peace.

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 10:52 a.m.
August 18, 1993

Dear Friend & Subscriber,

It may sound grandiose to say so... but... I honestly believe this issue of my newsletter is going to change the world.

Five years from now, ten years from now, even 100 or more years from now, people are going to reflect back on the publication of this issue and realize... this was the day the greatest marketing breakthrough of the 20th century...

Came Out Of The Closet!

I wish I could take credit for this breakthrough. I can't. It was discovered by someone else. However, I can take credit, I believe, for being the first major marketing guru to recognize the importance of this discovery.

Enough foreplay. Let's get down to it. To help you understand the incredible importance (and money-making potential) of this breakthrough, I want you to imagine something. Let's pretend you are someone who is selling something via direct response advertising. It could be anything: golf clubs, diet pills, perfume, socket wrenches or whatever. But... just for the heck of it, let's say you're selling some sort of "paper and ink" product. It could be a newsletter. Or perhaps a book. Or maybe a report on how to lose weight or lower your golf score... or...?

Just to keep us rolling here, let's you and I mutually decide your product is a report on how to buy real estate without cash or credit.

Onward. Let's also say you've decided to use the 2-step method to sell your real estate report. Your plan is to run a lead-generating ad in high-circulation, national publications such as *Parade, Modern Maturity, Reader's Digest, National Enquirer* and so on. Here's what your lead-generating ad might look like:

Free Report Reveals How To Buy Real Estate Anywhere In The U.S. Without Using Cash, Credit Or Bank Financing!

To get your free copy, simply call my secretary (her name is Betty) and give her your name and address. You can call anytime Monday through Friday from 9:00 a.m. to 5:00 p.m. East Coast Time and the number is...

1-800-000-0000

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With me so far? Of course you are, right?

So... we mush on. Now, here's approximately what it will cost to run that ad in each of the publications mentioned above:

Name	Circulation	Size Of Ad	Cost
Parade	36,500,000	1/5 page	$110,000
Modern Maturity	22,450,000	1/3 page	$ 84,600
Reader's Digest	16,300,000	1/2 page	$ 72,900
National Enquirer	4,000,000	1/4 page	$ 11,600
TOTALS	79,250,000		$279,100

Whoa! That was like a bucket of ice water thrown in the face, wasn't it? Geez, we're spending almost $280,000... just to get our leads!

Oh well, takes money to make money, don't it?

But... we ain't done spending money yet. Hell, we've hardly gotten started. Our next expense is paying for all those incoming telephone calls. That expense will include the 800# toll charges, the salaries of all the people we need to answer the phones, our overhead, etc. Let's go easy on ourselves and say we're taking these calls for only a buck ($1.00) per call.

And... since the combined total circulation of all those publications where we are running our lead-generating ad is 79,250,000, let's guess we'll take in a total of about some 396,250 calls. (By the way, that's 1/2 of 1% of the total circulation.)

Hmm? 396,250 calls at $1.00 apiece is going to set us back another $396,250. Ain't I good at math?

But hey, this is so much fun... LET'S SPEND SOME MORE!

How? That's easy. The next thing we gotta do is mail a sales letter to all those people who phoned in. If we are very, very careful... we can do this for about fifty cents (.50¢) per letter. And thus... we've spent another $198,125.

Leapin' lizards! This is getting to be a nightmare, isn't it?

But... we gotta spend... MORE! MORE! MORE! For one thing, we've got to pay to have our report printed. For sure we can get that done for about $2.00 apiece. But, we've also got to pay for a container to ship those reports in, postage, the cost to address the mailing package, the cost of storing the reports until they are sold and so on.

Without putting too fine a point on it, let's say our cost of filling each of our orders is about $5.00.

Now, let's crunch some imaginary (but realistic) numbers and see what the bottom-line of this campaign is going to be.

Let's say our sales letter generated a 6% response which means we pulled in 23,775 orders. At $5.00 apiece to fill those orders, our fulfillment cost

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is $118,875. Add that to all our other costs and our total gross expenses equals $992,350.00.

And, since our selling price for our report is $42.00 ($39.00 + $3.00 S&H) our total gross income is $998,550 which means, after all is said and done, our net profit before taxes is...

$6,200!

Not much for all that work and expense, is it?

Stay with me. Let's see if we can make this dealybop just a tad more exciting. To begin with, let us say, just for the heck of it, that...

All Those Publications Let
Us Run Our Lead-Generating
Ad Totally Free Of Cost!

Wow! That saved us $279,100 right from the git-go, didn't it?

Let us further say, the phone company decided not to charge us anything for our incoming 800# calls... and... our employees have agreed to work for us FREE!

Yahoo! We were shelling out $1.00 for every call we took in but now, since we don't gotta pay nothing (forget it, Miss Books; I make a helluva lot more writing my fractured English than you ever did teaching the formal version at Barberton High) that means... we saved another... $396,250!

Yeah! Yeah! Yeah!

Now for the cost of mailing our sales letters. For some crazy reason, all the people who called our 800 number got together and decided to pay all our printing, addressing and postage expenses. So now, the cost of mailing our sales letter is...

Doodley Squat!

Nada. Zilch. Nothing.

Which means, Jellybean, we've saved yet another $198,250!

But wait! We still gotta pay to have our reports printed and shipped, don't we?

NO! NO! NO!

You see, all our customers, in a frenzied fit of generosity, have agreed to pay all our printing and shipping expenses... in addition... to what they have paid to buy the report.

Let's see. What we got here is NO advertising costs!... NO costs for our incoming calls!... NO cost for mailing our sales letters!... NO fulfillment costs!

No Nothing!

Hmm? Let's take a look at our new balance sheet:

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GROSS SALES:	$998,550
GROSS EXPENSES:	$ - 0 -
PROFIT:	$998,550

Just a dream, right? Nothing but a fantasy, ain't that so? An impossible scenario, huh?

Oh yeah? Hang on to your hats, chil'n because...

The Hot New Marketing Breakthrough
I'm About To Reveal To You
Makes The Above "Dream Scenario"
An Everyday Reality!

Do I have your attention?

Good. Here's the scoop: One of my closest friends is Mike Enlow, a world-famous private detective, who lives in a cabin by the Boguechitto River in the backwoods of Mississippi. Mike has grown weary of normal P.I. work so, some time ago, he decided to use his investigative talents to unearth new or little-known... but effective... advertising techniques.

And, in due time, he discovered something that blew his mind... and mine!

Hark unto me. It appears, about eight years ago, a man in California wrote a mystery novel. He then "uploaded" his book onto a number of computer bulletin boards or BBS's.

He also uploaded a little "teaser" ad which encouraged people to "download" and read his novel.

Many people did. Many, many people did. And there they were, reading away, really getting into it. They downloaded three chapters and they couldn't wait to download the rest of it to find out how the book ends. But, when they got back to their computers, guess what message popped up on the screen?

> "Notice. The rest of the text in this file has been encoded. If you want the password to decode the text, call (000) 000–0000 and use your MasterCard, Visa or American Express to pay for same."

What happened? Well, many of those people who downloaded the first three chapters of his book just had to get the rest of it so... they called and paid for the "password." The result?

This Guy Sold 100,000
Copies Of A Blankety-Blank
Mystery Novel In Just
7-Weeks!

No advertising costs. No fulfillment costs. No nothing. He sold 100,000 books and... it was all profit!

What if that had been a diet book? What if he had done that this year when there are 100 times as many computer bulletin boards as there were in 1985?

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Why doesn't he do it again? Probably because he's a computer nerd with no "marketing mindset" whatsoever.

Like this next guy who did something similar on a local BBS just a few months ago. What this guy did is, he uploaded a sales letter on his local computer bulletin board and 100 people downloaded his letter... and... 50 of those people gave him an order!

What did he do next? Nothing. He went back to some other academic, computer nonsense.

What would you or I have done? I don't know about you, Cupcake, but, if it were me... and... I got a 50% response from my sales letter (which cost me nothing to deliver)... I'd want to know... are there any other computer bulletin boards onto which I can upload my sales letter?

Turns out there are. In fact, there are now...

60,000 Computer Bulletin Boards!

Yahoo! Yahoo! Yahoo!

More: So it comes to pass, that Mike Enlow, after learning about the adventures of the above two gentlemen... well... Mike decides to try a little experiment on his own. What he does is, he uploads a little "teaser" ad onto one (1) underground bulletin board which reads...

P.I. Secrets Revealed

And what happened? Not much, just that... 148,710 PEOPLE DOWNLOADED A FULL ISSUE OF HIS NEWSLETTER AND... THEY... PAID TO DO IT!

My God, do you know what it would be worth to me to have almost 150,000 people read an issue of this newsletter without me having to pay a penny to get them to do so?

Millions.

I feel faint.

Now listen, not all computer bulletin boards will let you upload a message free of charge. One of the biggest is CompuServe and, when Ted Nicholas wanted to run an ad on that huge BBS, he really had to pay through the nose. In fact, CompuServe soaked Ted for a whopping...

$13.00!

That's right, he only paid a lousy thirteen bucks and he got back many, many, MANY TIMES what he spent!

Hey Buckwheat, are you starting to suspect we're on to something here?

Here's what you need:

(A) A "teaser" ad saying something like "Free Report Reveals blah, blah."

(B) A free report which is really a "camouflaged" sales letter.

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(C) A report, book, newsletter or some other "paper and ink" product.

Here's what you do:

(A) You upload all of the above onto one or more computer bulletin boards.

Here's what your customers do:

(A) They access a computer bulletin board and scroll through it until they see your "teaser" lead-generating ad.

(B) They read the teaser ad and thus, sufficiently teased, they download the text file which the ad refers them to.

(C) They read the text file they have downloaded which is, in reality, a sales letter disguised as a report.

(D) After reading the "sales letter" they've downloaded, they decide they want your report (or whatever) it describes and they call your office (or some answering service) and charge $39.00 (or whatever) to get the "password" which enables them to download your report (or whatever).

(E) They access the bulletin board once again, punch in the magic password... and then... on their own nickel... they download your report or whatever it is you are selling.

PAY ATTENTION HERE!

Look what you've eliminated. There is:

NO COST for running the teaser ad!

NO COST for printing and mailing your sales letter!

NO COST for printing and shipping your report!

NO COST for any inventory!

NO COST for any office!

NO COST for employees!

NO NOTHING!

And guess what else? You don't even have to own... or know how to use... a computer to get in on all this.

That's the beauty of it. You see, there isn't a town in the U.S. that doesn't have hundreds of "computer nerds" (many of them high school kids) who can do all the "mechanics" of this computer stuff for you.

Is there more you need to know?

Yes, there is. You need to know how to find all of those 60,000 computer bulletin boards. You need to know exactly how to word (it's a little tricky) your teaser ad so it will be accepted by the owners of the bulletin boards. You need to know how to word your sales letter so it is perceived as a report. (Easy when you know the secret.) You need to know exactly what types

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of products can be sold most profitably on these BBS's. You need to know how to encrypt (scramble) the text of your paper and ink product. You need to know how to automatically change your password every day and how to do it via remote control. You need to know a certain secret of processing your credit card orders which will make sure you stay in business. You need to know... oh heck...

There's Really A Lot More
You Need To Know!

None of it is difficult. It's just there are certain "rules of the road" you must understand if you want to play in this game!

How do you learn these rules of the road? One way would be to stumble around learning this stuff all by yourself. When you get finished, you'll be a bit bloody and perhaps five years older... but... you'll have not spent much money.

Another thing you could do is invent a time machine, reverse time for a few months and attend either my "Birthday Bash" or my more recent early August seminar.

But, if you don't want to waste five years and/or you don't know how to invent a time machine... well then, you could, uh...

Buy The Tapes Of
My Last Seminar!

Wherein, my child, you'll learn everything you need to know to make a fortune from this dealybop I've just outlined for you.

Enclosed with this letter is a brown envelope. Inside that envelope is a description of what you will learn by listening to and watching the tapes of the seminar that just ended a few days ago. Also, in that envelope, is an audio tape you can listen to. When you do, you'll hear live segments of two of the most exciting parts of my August seminar.

And, of course, the letter in the brown envelope will also tell you how much I'm gonna soak you (less than you'd guess) for the tapes and how to order.

Let me be serious here for a moment. What I've just revealed to you is the most exciting marketing breakthrough of this century. However, if you want to take a ride on this baby, you'd better get on board now!

Here's why: Remember when "976 numbers" first came out? Back then, Gloria Leonard, publisher of *High Society Magazine* was raking in over a quarter million dollars... A DAY... from her 976 calls.

No more. Now there's lots of regulatory interference, competition, hassles with the telephone carriers, etc.

Don't get me wrong. You can still profitably play the 976# or 900# game but...

The Glory Days Are Over!

Same with TV infomercials. In the 80's I worked with a TV producer named

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Hal Morris who would sometimes shoot three infomercials... a day... for little more than pocket change.

Plus, airtime was dirt-cheap and there was very little competition. He almost couldn't lose... and... he didn't. He made...

Millions!

It's not so easy anymore. There's mucho competition. The cost of airtime is out-of-sight and... the "Feds" watch every infomercial like a hawk.

Yes, you can still make money in infomercials but, once again...

The Glory Days Are Over!

The same pattern is going to happen with computer bulletin board marketing. Four years from now, you'll still be able to make money with this form of marketing but...

1. It's going to be highly regulated!
2. There's going to be a ton of restrictions imposed on you!
3. It's going to cost 10 to 100 times as much as it does now because the bulletin board owners are going to wise up and start charging an arm and a leg to all "information vendors" such as yourself!

But now? Right now... and probably for about the next 18 months...

You Can Run Like Crazy
With No Interference Or Competition
And... If You Hustle... You Can Become
Rich! Rich! Rich! Rich!
(very, very quickly)

Rip open that envelope. Read that letter. Order the tapes.

Get In On This!

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. Don't worry if you don't currently have a paper and ink product.

Why? Simply because part of what you will learn from the seminar tapes is how to get all the paper and ink products you could ever want...

For Practically Nothing!

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Thursday, 8:16 a.m.
September 30, 1993

Dear Friend & Subscriber,

I think it's safe to say I have become somewhat obsessed about the profit potential of BBS and other forms of electronic marketing.

Since my last seminar, I have been on the road almost constantly. Everywhere from Syracuse, New York; Columbia, South Carolina; Dallas, Texas; St. Louis, Missouri; Lexington, Kentucky... and... in the next few weeks I plan to visit southern California, Arizona, Oregon and several other states.

I'm doing this for two reasons. First, I'm not accepting many new clients anymore and, those I do accept, I work with in a far different way than I did previously. What I do now, after a client pays my fee and signs my contract is, I fly to his location at my expense and stay there...

Until I Finish His Job!

I'm doing this because, for personal reasons, I now have a yearning to travel more than I used to... and... because, by being right there on my client's premises, I am freed from all the distractions of my own office and, I have available to me, the client's staff members to answer any questions that may help me create better marketing for the client.

This new way of working with clients is much more satisfying than the way I used to work. It's more personal... and... it helps me do a much better job.

The second reason I'm traveling so much is because I am seeking out and dialoguing with people who are computer literate and have some marketing savvy. I'm doing this because I really believe in the future of electronic marketing and I want to learn as much as I can about how to make it work better and better.

And guess what? I've already learned a lot of new and valuable stuff since my last seminar. I'll be sharing some of that info with you in this and future issues of my newsletter. Also, at the end of this newsletter, I'm going to reveal something that's going to make a certain percentage of my subscribers...

Jump For Joy!

Plus, it's going to give all of my readers the potential of jumping for joy.

But first, let me share with you some of what I've learned about electronic marketing in my recent thousands of miles of travel and dozens of

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discussions. You're not going to agree with me on this first concept but, eventually you'll learn I am right. Here it is: If you don't know how already...

Don't Ever Learn How To Run A Computer!

I'm dead serious. And not for the reasons you think. I don't hate computers. In fact, I love them. Why? Because they are technological marvels that can help me make lots of money. I'm not afraid of them either. I'm absolutely certain, if I devoted 40 or 50 hours to working with a PC, I could operate one as well as most anybody.

Why then am I so adamant you shouldn't learn how to operate one? For the same reason (if you haven't done so already) I would suggest you do not shoot up a syringe full of heroin, do a line of coke, obtain a credit card with an unlimited spending ceiling or have sex with a truly skilled, high-priced call girl.

You see, all the above are highly addictive. And, if you get into any of these activities, it is likely to crowd everything else out of your mind.

This is especially true with computers. What you can do with a PC is utterly fascinating. For example: You can network with thousands of data bases in a matter of seconds. You can make your own travel reservations. You can play fascinating computer games. You can insert a CD ROM and visually tour a distant city using your joystick (that sounds obscene, doesn't it?) to turn down whatever road you wish. You can buy CD's that have entire encyclopedias smucked into them which, when you key into a subject, you can not only read the text about it, you can also listen to a verbal narration of same plus see it on your screen. And if, for example, your subject is dinosaurs, you can even hear them roar. With something called "Virtual Reality" you can put on a helmet, connect it to a computer program and actually "virtually" be inside the cockpit and "fly" a jumbo jet airliner. Not enough? Well then, nowadays, once again with "Virtual Reality," you can "virtually" have sex...

Without A Human Partner!

You put on this helmet thingy, put sensors on strategic points of your body, hook up a special plastic and electronic appliance to your groin region and... you're off!

It's true.

Now listen: I realize none of my subscribers would ever be even slightly interested in electronic sex (perish the thought) so, as a public service to all of you, I'm going to give you the name and address of a magazine specializing in ads and articles on virtual reality sex so you will know exactly where and how to avoid accidentally subscribing to it: *Future Sex*, PO Box 5007, Mansfield, MA 01203-5007 (415) 621-7028.

Whew! Once again, Halbert saves the day for his subscribers!

And now, I'd like to give you a real life example of why you really should avoid learning to use a PC. Recently, I spent the better part of a day with Karen Anderson, her husband Steven Anderson, and Doctor Gary North. Karen is the queen of endorsed mailings. Her husband Steve is a computer wizard and a crack insurance salesman. Gary North is the founder of The Christian

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Institute of Economics and publisher of *Remnant Review* and two other newsletters and a marketing genius in his own right.

Anyway, here are four (if you include me) of the shrewdest marketing minds on earth spending almost an entire day together and... guess what we didn't talk about? NO talk about the most profitable price points to sell newsletters and other information products. NO talk about what premiums are especially effective in marketing today. NO talk about better ways to pinpoint our ideal prospects or of hot new mailing lists coming onto the market. In fact, NO talk about marketing ideas and strategies whatsoever.

What we did talk about was megabytes, gigabytes, ROM, windows, floppies, CD's, hard drives, modems, etc.

Here's what that's like: It's like a guy wanting to make a fortune in direct mail and studying how to do his own printing. It's like a person trying to make a profit with space advertising spending all his time learning about typesetting.

Know this: Marketing is a blend of technology and psychology and, as far as making a profit is concerned...

Understanding The Psychology Is
1,000 Times More Important
Than Understanding The Technology!

I'm not saying you shouldn't know anything about computers. You should. You should be conversant with computer terminology and what a PC can do. It's just like, if you're in direct mail, you should know how to talk to a printer but not know how to do your own printing.

Get the psychology right; you can always buy (cheap) someone to do the technical part for you. And, in the case of computers, if you do it yourself, you'll get addicted to the technology and sadly, you'll be lost forever.

You know, I'm not certain about this but, I bet I now know more about how to make computer marketing work than anyone else in the country and...

I Don't Even Know How
To Turn On A Computer!

Want to know about the stuff I do study and I do know? Doesn't matter. I'm about to tell you anyway. I just came back from a delightful 2-week stay in Dallas, Texas as the guest of Phil Kratzer and his better half, Donna. Phil is the founder of NCN (National Classified Network) and NCR (National Response Corporation). His companies know more about how to make classified advertising work than you would ever believe.

Anyway, while I was in Dallas, Phil fixed me up with my own private office, phone and secretary and, in general, gave me the run of his office. I explored and explored and discovered dozens if not hundreds of marketing books, reports, newsletters and other publications. (Carl Galletti would be in heaven there.) Many of these I'd never heard of before and, to me, the most interesting of all, were five little booklets on classified advertising called *The Nitty Gritty Reports*. Here are the titles of those reports:

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#1 *How To Test Market Your Idea, Product Or Service For Less Than $200!*

#2 *Power Words That Make Your Classified Ad Pull Like A Magnet!*

#3 *How To Use Your Phone To Sell Twice As Many Leads From Classified Ads!*

#4 *Ten Sure-Fire Ways To Make Money With Classified Ads!*

#5 *How To Swipe The Guarded Secrets Of The Big Time Classified Advertisers... And Laugh All The Way To The Bank!*

These reports are worth their weight in gold. Especially now, since the wisdom and secrets they reveal cannot only be used in print classified advertising, they are also perfect for making BBS and other forms of electronic marketing work like crazy. Here's some of what I learned from reading these remarkable reports:

(1) If your first test fails because you couldn't convert the leads into sales, call the inquiries on the phone and politely ask them why they didn't buy. **(2)** Test first in your own home town paper. If you can't get responses from your home town paper, going to larger, more distant papers probably won't pay off either. **(3)** Try running the same ad under different classified headings. One category may work even though other sections fail. **(4)** Put a key code in each ad. **(5)** If your ad in your local paper is a winner, a good place to advertise next is in weekly community papers. **(6)** Another good place to advertise is in the so-called "shopper" newspapers. In fact, they are a goldmine for classified advertisers. **(7)** "Entertainment" newspapers also work well. **(8)** ...

Do Not Try To Sell From A Classified Ad. Go Only For Leads!

(9) Once you have a winning ad, test different ads with different copy slants. **(10)** Men have a tendency to call; women will call or write. **(11)** When you are testing a new classified ad, you need a minimum circulation of 50,000 to give you a fair evaluation. **(12)** Callers will not leave a credit card number after listening to a recorded sales message; they will however, leave their name, address and sometimes their phone number. **(13)** ...

If You Are Sending Information, Send It Immediately!

(14) Never send sales literature without sending a sales letter! **(15)** The needs at the bottom of all purchasing decisions are (a) the desire for love, recognition or acceptance; (b) the need for money, (c) guilt, (d) fear. **(16)** Here are the most effective words to use in classified advertising:

FREE	NEW	HOW TO
AMAZING	NOW	EASY
DISCOVER	METHOD	REVEALS

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SHOW	SIMPLE	HOW
SECRET	SECRETS	CONFIDENTIAL
YOU CAN	GIANT	YOU

(17) When you first write a classified ad, don't hold back; use as many words as you need to tell the story. Like this:

> **WANT TO LEARN COMPUTER REPAIR AT HOME?** Our interesting new home study course lets you develop your money-making skills in just 12 easy lessons. We'll send you free details. Send $1.00 to cover postage and handling to Computer Careers, P.O. Box 123, Miami, Florida 33183

That's 46 words. Now, what you do next is edit the ad and take out all unnecessary words. You should eliminate every word containing no information and edit the copy as if you were sending a telegram. By the way, asking for that qualifier of $1.00 for info is effective only in magazines and, in my opinion, you should always leave it out.

Anyway, what I'd like you to do now is go over that 46-word ad and see how many words you can eliminate without cutting the impact of the ad.

Do It!

OK, are you finished? If so, compare it to the following truly professional edit:

> **LEARN COMPUTER REPAIR AT HOME!** Develop money-making skills in 12-easy lessons. Free details. Computers, Box 123-A5, Miami, Florida 33183

That edit reduced the word count to 21 without hurting the ad. How does it compare with your edit? (If you didn't do as well, don't despair. It only takes practice.)

Now remember, don't cut words to the point the editing weakens the ad. It's better to pay for extra words than to diminish the effectiveness of the ad. But, at the same time, eliminate every single word not containing information.

Onward. In my opinion, one of the best ways to increase response from any lead-generating ad including classifieds is, to only allow the reader to respond by phone. As a rule of thumb, this will at least double your responses.

OK, when you put a phone number in an ad you have two choices: You can either use a POTS number (plain old telephone service with your real area code) or an 800#. Which should you use? It depends. POTS numbers will generate far more qualified responses but using an 800# will generate far more responses.

Test.

Want six magic words which will almost always increase response? Of course you do! Here they are:

"Free recorded information, day or night."

If your lead-generating ad gets people to call a real live person, it is

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best, if you can, to have your phone answered by a female, southern voice.

Once you get to the point in the selling process where you have live operators actually taking orders, make sure they know their job is not simply to take orders. His or her overall job is...

To Get You A Larger Order!

If you use an outside phone service, have your friends and/or employees call in posing as customers to check the level of service and... record those calls! That way, you'll have the ammo you need to force the owner of the service to give you better service or else lose your account.

Let's switch subjects. Basically, there are three kinds of lead-generating ads: (1) Blind ads, (2) Partially qualified ads and (3) Qualified ads. Here are examples of all three types:

Blind Ad	$5,000 PART TIME, paid weekly. No inventory. Set your own hours. Free details.
Partially Qualified Ad	$5,000 PART TIME. Profitable home mail order business. No inventory. Set your own hours. Free details.
Qualified Ad	$5,000 PART TIME. Sell health products by mail. Set your own hours. Small investment. Free details.

How do you find out which type of ad will work best for you?

Test.

Let's switch subjects again. OK with you? Hey, why am I even asking? After all, it is my newsletter, ain't it?

Aw, pipe down. It's just my ol' tongue-in-cheek arrogance rearing its ugly head again. And besides, we're going to talk about key coding which is something you should do every time you run an ad. An easy way to do it if you're asking for mail responses is to add a department number after your street address. Like this: 123 Elm St., Dept. A07.

A tip: Because of possible confusion with numbers, it's a good idea not to use the letters "I", "J", "O", "Q", and "Z" in your key codes. Another, but unrelated tip: If your ad is working at all, run it in more than one classification of the same publication.

And here's the most valuable tip of all...

Study Your Competition!

Answer their ads. Collect their sales literature. Tape record their recorded or live sales pitches. Order their products. Then, do what they are doing but... DO IT BETTER.

Listen: The five *Nitty Gritty Reports* on classified advertising are pure gold. In these few pages, I've only been able to give you the tip of the iceberg of what they reveal. They'll help you make a profit in both print and electronic advertising... plus...

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They Are Dirt Cheap!

I strongly suggest you order them. And, you can do so by calling **National Response Corporation** at **(214) 458-7625.**

Now, guess what I'm gonna tell you next?

By The Time You Read This
Guru Gary Is Gonna Be
A Grandfather!

Genna, the wife of my oldest son, Jeff, is now 3-days overdue. Damn, these two can't do anything on schedule. Anyway, because of this upcoming event, I'm going to be in Los Angeles (where they live) in the near future. And, I'd like to meet a few of my subscribers there. So, what I'm going to do is, I'm going to have a "gathering."

Here's why: As I said on page one of this letter, I have become somewhat obsessed about the profit potential of BBS and other forms of electronic marketing. That's why I'm traveling all over the U.S. talking to computer experts. So, what I want to do in L.A. is, I want to have a "brainstorm" session. There's no cost to attend but you must qualify:

- ✓ You must be computer literate. And, by this I don't mean you just know how to operate a word processor or play a computer game. If you want to come, you gotta really know computers.
- ✓ It would help if you know something about computer bulletin boards and, especially, if you yourself have placed ads or messages on BBS's. (And, if you happen to own a BBS [or can bring a friend who does] you will be especially welcome.)
- ✓ It would help if you use and understand E-mail.
- ✓ It would help if you are knowledgeable about FAX-ON-DEMAND.
- ✓ It would help greatly if you know anything about how to market on INTERNET.
- ✓ And finally...

I Don't Want Anybody To
Come Who Is Only Going To
Sit Back And Listen!

You must be able and willing to contribute. I'm only going to have about 15 people at this brainstorm session and, if you'd like to come you should immediately write me a personal letter at my office address and tell me what qualifications you have to attend.

OK, earlier in this letter, I said I was going to reveal something that would make a certain percentage of my subscribers jump for joy!

Remember? OK, here it is: After my brainstorm dealybop in L.A., I'm going to hold a seminar at a later date the likes of which the world has never before seen. It's going to be on BBS and electronic marketing but, it's going to be far advanced compared to my two earlier seminars. First off, when you come, I'm going to reveal what's new in this area of marketing that I've discovered (or invented) in my thousands of miles of travel. By the way, I personally am doing BBS marketing and, my early results indicate...

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It May Be 10 Times More Profitable Than My Print Advertising!

When you come, you'll learn why. You'll also learn many new inside secrets from the best marketing minds in the U.S.

And guess what's going to happen after that? I'm going to have the best classified ad writer in America (his name is **Scott Zuckman** and his telephone number is **713/639-5624**) and he and me are going to write a BBS ad for you!

And guess what's going to happen after that? We're gonna put that ad on a number of BBS's for you... and... we're gonna do it right there at the seminar... right before your eyes!

When we do this, we're going to videotape your ad being put on the BBS and we'll verbally explain what we're doing as we do it. And... you'll get a copy of your tape to take home with you so you'll have a "template" to use for anytime you want to place your own advertising.

There's going to be a lot more happening at this seminar but I don't have room to tell you about it in this letter. The bad news is, I can't see how I can charge less than $15,000 for this seminar. But... here's the good news that's going to make some of you jump for joy:

- If you came to my "Birthday Bash" seminar, you get to come... **FREE!**
- If you came to my "Atom Bomb" seminar, you get to come... **FREE!**
- If you bought the tapes of my "Atom Bomb" seminar, you get to come... **FREE!**

Now, I ask you, are not those of you in the above three categories, as I promised...

Jumping For Joy?!

But, if you'll recall, I also said earlier I would give the rest of you (who are not in the aforementioned three categories) the potential for jumping for joy. So, here's the scoop: If you have not yet bought the tapes of my "Atom Bomb" seminar, but you change your mind and you do decide to buy them before October 29th... well then... you also...

Get To Come Free!

Think about it: You'll get not only the tapes but, also, a $15,000 seminar where you will leave with an ad professionally written for you and... up and running... on a number of BBS's with huge numbers of subscribers.

Hey, it's your call. As you know, we're at the other end of your phone at **1-800-327-0028.**

Sincerely,

Gary C. "Grandpa" Halbert

P.S. Hey, she did it! Genna finally came through and it's a 7 pound 11 ounce boy named Torin Jeffrey Halbert!

YAHOO!

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AN URGENT MESSAGE!

Dear Friend,

I notice you are one of my readers who did not order the tapes of my recent "Atom Bomb" seminar on electronic and BBS marketing.

I don't know why you didn't order. Maybe you're just plain not interested. Maybe you've got your hands full doing something else or whatever.

But, according to my staff, 90% of the people they talked with on the phone who didn't order the tapes said it was... because... they were squeezed for money. Look, I'm not saying that's the case with you... but... if it is, I've got good news. The tape package, including bonuses, for my "Atom Bomb" seminar is priced at $1,990... and... they are a bargain at that price!

However, since I want as many of my subscribers as possible to have this info, I'm willing to make it extremely easy for you to get it because...

I'll Knock $1,000 Off
The Price!

Not only that, if you are really squeezed for money, I'll even give you payment terms on this drastically reduced price. Best of all...

You'll Qualify To Attend My
Upcoming $15,000 Seminar
Absolutely Free!

Now listen: There are a couple little "catches" to this offer. But, I'm sure they'll be more than acceptable to you. (One of those catches is you must call my office and order before 5:00 p.m. on Friday, October 29th.)

You'll learn about the other "catches" when you call but... please... trust me... they won't be anything you can't (easily) live with.

Please, my friend, pay attention to me here. You need this info. You need to come to my upcoming seminar... especially... if you can come free. Look, what I'm offering here is nothing less than a chance to turn your life around.

Get in on this.

Please! Call my office today for details.

1-800-327-0028

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. Hey, wait till you see the pictures of my new grandkid in next month's issue!

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Thursday, 9:00 a.m.
October 28, 1993

Dear Friend & Subscriber,

Recently, I've had several conversations with a man who has been a friend and a client of mine for a number of years.

His name is Sam Kendes and he's one of the best salesmen I've ever met. Anyway, during one of our conversations, he taught me something about selling that had never occurred to me. He said the major key to selling is to take the fear out of your prospect's mind.

I think this idea is very valid. So, this month I thought I'd write a little about how to do that when you are writing copy. The most obvious way to do it is to offer the strongest guarantee you possibly can. Personally, I believe the longer your guarantee period is, you'll get more sales and fewer refunds. Think about it: If your guarantee is only for 7 to 10 days, your customer has a deadline etched in his mind reminding him he has a very short period of time to decide whether or not to keep or return your product.

On the other hand, if you offer a six month guarantee, I seriously doubt if your customer whips out his calender and flips the pages to six months ahead and writes something like...

"This is the last day I have to return the widget I bought from the ABC Company six months ago."

A long time guarantee period takes much of the pressure away from your customer. Not only that, so much happens in almost everybody's life in half a year that, after that much time, your customer has probably forgotten he ever bought your widget in the first place.

Another way to take the fear out of someone's mind when you are writing copy is to offer to let your customer post-date his check

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for 30-days and then tell him if he wants a refund after he's had a chance to examine your product, you'll return his uncashed check. You'll get more refunds than normal with this method but you'll get so many more sales, you'll make more profit too.

Another very simple way to take the fear out of a prospect's mind is to offer whatever you're selling at a very low price. I realize this is not always possible but, when it is, you might want to try it. It's much less scary to risk losing a few fungolas than a whole bunch of them.

This next one can't be done by most of us because our pockets aren't deep enough. But, if yours are, you might want to try it. What I'm talking about here is offering whatever you're selling on approval. In other words, your prospect gets to use and try your product before he decides to buy it. If you're using a coupon in your advertising, the magic words are...

Bill Me Later!

Another way to reduce the fear is to increase the believability of your copy. One way to do this is to be very specific in your claims. "Gets 37.4 average miles to the gallon" is much more believable than "gets great gas mileage too." Also, in my judgment it's always bad to use a P.O. box in your ads. If possible, you should not only give your complete and specific address, you should also invite your prospect to visit you if he's ever in your area. It also helps to write verbiage like "We're right across from City Hall and right next door to the public library."

Now, here's a strange one: If possible, locate your office in the First National Bank building in your town. I read somewhere and, I believe it to be true, the most trusted address for a business is in a building which also has a bank (preferably a First National Bank) located in it.

Who knows? Maybe it's true and maybe it's not.

But you know what people fear most of all in a buying situation? Actually, I think it's two things. One is being subjected to a high pressure sales pitch and the other is being made a fool of. I may be wrong but, I believe the group of people other people fear least is middle-aged women with a southern accent. And the people I think people fear most in a selling/buying situation is a fast-talking man with a New York accent.

I think the biggest mistake most people make in a personal selling situation is they start pitching too soon. There needs to be a "warm up" period which should last until your prospect is relaxed with you.

Another way to relax your prospect is to offer to let him take

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your contract to his lawyer and his accountant before he considers signing it.

Another good thing to do when you're writing copy or, for that matter, selling in person, is to tell a true personal story about yourself. Something which will make your prospect identify with you as another human being just like him with your full share of warts and problems. The best salesmen are not fast-talking, good-looking, sleek guys wearing Rolex watches and $2,000 suits. The best ones are usually middle-aged, average-looking people with a slight paunch and a few more physical imperfections. In other words, they're just regular, average and sincere people.

Now, I'm going to switch gears here. I've been feeling sorry for myself lately. It seems to me the last year has been the most difficult one of my life. But you know what? I don't have a single problem I didn't cause myself and, I just got off the phone talking to a very brave young man who makes me feel ashamed of myself.

His name is **Brian Keith** and he writes some of the best sales copy I've ever read. He's 30-years old, has four children and about six months ago it was discovered he had a brain tumor the size of a softball. The doctors were able to remove about 70% of it but they couldn't get the rest. They now tell him he's going to be dead in something like six months. Let me ask you something...

Who The Hell Does A Doctor
Think He Is To Tell Someone
Something Like That?

God maybe?

Anyway, Brian refuses to accept what the doctors are saying and he's discovered some alternative therapies which have had amazing success in curing what American doctors say are "incurable" cancers.

But, they are expensive and Brian could use a fairly serious amount of money to get the help he needs. And, he's not looking for charity. But, like I said, he's one of the best copywriters there is and, he's not only good, he's also fast and cheap. So, if you need some copywriting done, Brian has my highest recommendation and his telephone number is **(801) 255-5548** and you can FAX him at **(801) 566-7927.**

By the way, he's also a computer whiz!

Back to writing copy. Another way to take the fear out of a prospect is not only to be specific as I said earlier but also to be very detailed. That's why long copy usually (but not always) works better than short copy. Sometimes, when people debate me about this, here's how I explain it: Suppose for some reason God

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appeared before you and said you had to select your future life-long mate from 100 people of the opposite sex He had picked out. Suppose He further said you weren't going to be able to see or speak with any of these hundred people. But rather you'd have to make your selection from letters all these people were going to write you.

How long would you want those letters to be? Just a couple paragraphs or so?

I bet not. I bet you'd want to know every single detail about each of your prospective mates.

So it is with direct marketing buying decisions. Think about what you're trying to do: You're trying to get a stranger to send or phone in money to another stranger (you) of whom he knows nothing about and lives maybe 3,000 miles away.

So, in most cases, tell your entire story.

You know, sometimes the best way to teach someone something is by showing them an example. And, I just received what I consider one of the best sales letters I've ever read. Not only that, it describes something you may be very interested in. So, for both of these reasons, I'm going to reproduce that letter here. Check it out:

October 14, 1993

Mr. Gary C. Halbert
3706 N. Roosevelt Blvd.
Suite A, Second Floor
Key West, FL 33040

Dear Gary,

Enclosed is a complementary prepublication copy of our new book and workbook that will be "officially" published in January 1994. As you can see it's a completely revised, updated and expanded version of Joe's original *Lazy Man's Way To Riches.*

I know he would have wanted me to send it to

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you—he always thought a lot of you, and spoke of you often.

Anyway, lots of work has gone in to this project with the intent of: (1) Expanding and updating Joe's original material and; (2) Make it more visually appealing. Our objective, quite simply, was to make it better—and I think we have. I *know* Joe would be proud.

Now—I really hope this doesn't sound like a sales pitch, but—I am *so proud* of what we've done thus far, and of what we're attempting to accomplish, that I wanted to take just a moment and tell you a little bit about the project and what makes it so exciting.

(Actually, I *do* have a favor to ask of you, but I'd like to get to that a little later.)

As you may or may not know the original *Lazy Man's Way To Riches* has *already* sold more than 3–million copies since its publication in 1973. (It's currently available in English, French, German, Portuguese and Spanish. And we are planning on expanding this to include Russian, Japanese, Farsi and Mandarin Chinese, by the way.)

Yet what makes the 3–million sales all the more remarkable is that the book **has never been in a bookstore!**

Joe sold the book *exclusively* through the use of ads in magazines and newspapers from 1973 until his death in 1980. Then, from 1980 until 1987, the book *still* sold hundreds of thousands of copies through a limited amount of advertising and by word of mouth.

Marketing aside, *The Lazy Man's Way To Riches* is a remarkable book on its own. It's changed the lives of nearly everyone who applied its principles and teachings. And it's generated thousands of testimonials from people around the world who can attest to the stunning impact it's had on their lives.

Richard Nixon—my partner on this project—was one

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of them. (That's Richard G. Nixon, by the way—you may remember him from K-TEL in the 1970's.) And Richard is firmly convinced that the book saved his life, and is directly responsible for all of the riches he now enjoys. Which is why, in 1990, he proposed the idea for this second, updated version.

When starting out we *thought* we were looking at a 60–90 day project. We were wrong. It has now taken almost three years and involved scores of leaders from the business, educational, psychological and spiritual communities. The original book of 156 pages has grown to over 312 and now includes the 143 [page] workbook Joe had always envisioned.

So, why should any of this be of interest to you? Just where do you *fit* in the grand scheme of things?

Well, I can't really say for sure, but there's *got* to be a way we can work together. There's *got* to be a way where your products, talents or whatever can help *us* reach our goal and help *you* (financially) also.

As I've indicated, the *Lazy Man's* is *not* just another book. It's an extraordinary book. A work of major importance that has *already* been eagerly embraced by millions of people throughout the world, thus proving its marketability and acceptance.

The new *Lazy Man's Way To Riches* is being funded by a **$5-1/2 Million Dollar war-chest** that'll finance an advertising campaign designed to reach every major magazine and newspaper throughout the country. It will also be featured on all of the better television and radio talk shows using top celebrities, recognized experts and, of course, Tim Timmons, Richard and myself as the major spokesmen.

(I should note, Richard's expertise in radio and television is comparable to what Joe's was in print. He *really* knows his stuff.)

During our interviews we plan on featuring people

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who are living proof of the effectiveness of this book—both ordinary people and celebrities alike whose success, *they* feel, they owe to this book.

All in all, you could become part of what I honestly believe is soon to become one of the most widely sold and distributed classics of all time. A lofty goal to be sure but, if experience is any indication, an attainable one.

So just where *do* you fit in?

Like I said, I'm not really sure. But there's *got* to be a way. We are currently in the process of contacting copywriters—and are offering them a royalty on sales. (Response to this has been pretty good thus far but we're always looking for more.) We are looking for additional products to add to our catalog. And we are looking for people who want to join in on our seminars or help with our newsletter.

Basically we're looking to add, include, join forces with or work with the "best of the best" in their given field—hence, my ulterior motive for contacting you. *You* are one of the best. (This isn't meant to flatter you, just a statement of fact—as I see it, and as I think Joe saw it too.)

In any case, do me a favor, after you've had a chance to look over all of the enclosed, drop me a note or give me a call and tell me what you think. I'd love to hear from you.

Best regards,

Jay Flanagan
Vice President

P.S. Along with the book I've included a brochure that covers, in a little more depth, some of the details on what this project is all about.

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That was quite a letter, wasn't it? For sure it's a business letter but how very different it is from most business letters. It's warm, full of detail, much credentializing and flattery (but not fawning flattery.) It's sincere and very clear. This is the way your business letters should be written also. Professional but also, personal and warm. It's human.

Save it and re-read it from time to time and let it influence your own writing.

Sincerely,

Gary C. Halbert

P.S. When this book does come out in January, it will be well worth the few bucks it will cost.

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 7:15 a.m.
November 24, 1993

Dear Friend & Subscriber,

Judging by the phone calls and letters my office is getting, there seems to be an awful lot of people out there with a truly ferocious appetite for more information on BBS and other forms of electronic marketing.

Also, I'm dialoguing with a lot of people who already know a lot about this kind of marketing and want to share what they know with others.

But you know what? There doesn't yet seem to exist any sort of "Action Central" place where all these geographically-scattered people can interface (5-years ago words like "interface" nearly made me vomit; things change, don't they?) with each other.

So, I've decided to make this issue an embryonic "resource guide" to people, publications, training courses and so on which can help you learn more about this computer marketing stuff. What this is gonna be is, sort of the beginning of a...

Million Dollar Rolodex
On BBS And Other Forms Of
Electronic Marketing!

Now listen: Just because someone is listed here doesn't mean I personally know them or endorse them. What it does mean is I have reason to suspect they can be useful to you. OK, with that caveat out of the way, here in no particular order are the names of some people you might want to interface (ugh!) with:

CECIL C. HOGE, SR.: This guy has written a book which I have and which I think you should have. It's called *The Electronic Marketing Manual*, costing (I think) $34.95 and it offers the most complete coverage of electronic marketing I've come across so far. Here's what it says about Mr. Hoge on the dust jacket of this hard cover book:

> *"Cecil C. Hoge, Sr. is widely hailed as one of the nation's direct mail pioneers and marketing innovators. He is president of Harrison-Hoge Industries, a Port Jefferson, New York-based marketing firm, where his day-to-day responsibilities keep him at the cutting edge of all the latest electronic marketing techniques..."*

By the way, I checked information and his office number is **(516) 473-7308.** CALL! GET THE BOOK!

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DAVE SYGALL: According to the letter he sent me, this guy and his partner have owned a number of BBS's and do consulting work for other BBS owners. They've got all sorts of good stuff to offer like helping you get your ads on InterNet, Compuserve, Prodigy and other huge and, some not so huge BBS's. You can call Dave at **(602) 888-8181.**

RUSS McGEE: Here's a guy right now running a bunch of very ingenious ads on Compuserve which sell information products. He's got some unique "twists" to the way he does his BBS marketing and says he's getting paid to capture qualified names for back-end sales. His ads cost him (are you ready for this?) $7.50 per week and it only costs him .35¢ to send his six page "report." A clever, clever guy. Maybe you should get to know him. **(806) 792-3875.**

JOHN A. GUNN: He's been in the computer business since 1957 and says in the last 10-years he's been making very effective use of BBS's. If you talk with this guy, ask him about GUI (Graphical User Interface) which is something (incomprehensible to me) that lets you display pictures on a computer screen with the clarity of an award-winning photograph. **(813) 683-3424.**

DAVE DEAN: This man is signed on to five major commercial BBS's (Compuserve, America On-line, Prodigy, Delphi and Genie) and he's compiling an analysis of their respective advertising areas. Here's what the analysis will reveal for each of the five aforementioned BBS's:

1. Total number of categories used for advertising and each sub-category.

2. Total number of ads currently listed in each of the above.

3. Actual headlines used for each category currently on Compuserve.

4. Comparison of his results from the same ads to be ran on all five BBS's.

Hey, that number four there would be something to know, wouldn't it? You can call Dave at **(410) 360-5200.**

INVESTMENT MATCHMAKER OF AMERICA, INC: I don't have an individual contact name for this outfit but, this is an organization you must call. The reason: They're a 12-year-old information and marketing company having been contracted to bring Prodigy's on-line classifieds to the general public and non-members of Prodigy. They'll actually write your ad for you, get it up and running on Prodigy (a huge BBS) and monitor your ad 24-hours a day for messages which they'll fax or call to you daily on arrival.

You Must Get The
Info Package These People Have!

CALL THEM! **(800) 844-3322.**

CARY C. HARWIN: I do know this guy personally and his IQ must be over 200. He's got a book out titled *How To Successfully Run A BBS For Profit*. GET THIS BOOK! It'll give you the best "inside look" at BBS's currently available and their owners. You need to read this even if you're never going

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to set up a BBS yourself. Why? Because it gives you the real inside scoop on how owners of BBS's operate and think. And hey, if Cary has some free time when you call him, ask him about Virtual Reality, Artificial Life, Nanotechnology and Cyperspace... all of which he describes as real "cutting edge shit." **(619) 228-9653.**

LUCKY HIL: He's been on and off multiple BBS's since 1985 and is also a member of two Multiple Listing Services. And, he can give you some hot info on a very hot subject. Namely: fax-on-demand! **(415) 927-7355.**

JEFF GROVES: He has over 20-years of experience with computers and currently owns a software company. One of his partners has a "side business" and does his advertising almost exclusively on InterNet and averages $5,000 to $10,000 per month even though, according to Jeff, "he knows nothing about marketing."

Be kinda interesting to know the inside scoop on that, wouldn't it? **(602) 820-0042.**

DAVID C. SMITH: He has installed his own fax-on-demand system and you can call **(714) 494-3227** to try it. By the way, his system is pre-set up to automatically accept credit card orders including credit card validation. **(800) 274-4272.**

JOE HANSEN: Joe first logged onto a BBS 12-years ago and he now has a 386 system(?) with a 4-line telemarketing dialer, name capture and E-mail capability. A quote from his letter: "When I get interested, I'm not quiet." If you want to interface (ugh again!) with this guy he wants you to do it by fax. **(619) 693-1300.**

CHARLES H. BENNETT: What's this guy got to offer? Simply this: A $19.95 (plus $2.00 s&h) report called...

How To Buy Brand Name
Personal Computers... DIRT CHEAP!!!

I've got a copy of this report and you should too. **(517) 354-4413.**

PAUL ROMEO: OK listen: This guy has sent me the most interesting letter I've ever received on the subject of BBS marketing. In fact, this man, judging by his letter, is a "must know" individual. Actually, his letter is so interesting, I've decided to reproduce it here word-for-word.

> Dear Gary,
>
> I'd love to come to your BBS BRAIN BASHER in Los Angeles, but my schedule is just too insanely jammed-packed full.
>
> But... I could partake by phone call either before, during, or after the event. I would be more than happy to tell you everything I know about BBS marketing.
>
> Anyway, here is a taste of some of what we can talk about when you call me. These are my personal ideas, notes, and discoveries that may, or may not, be of interest to you.
>
> OK, here goes...

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** A 'sneaky' way to make your file stand out from all the other junk on a BBS (regardless of your headline) and how to start a "downloading frenzy"! (I guarantee this will blow-your-mind when I tell what it is and how to do it!)

** How to get other people on Internet, or Compuserve, or AOL, or any other BBS to give you the electronic addresses of their friends. And how to get those friends to give you names of their friends... and so on, starting a "daisy chain" of fresh referral names sent to your e-mail box on a daily basis! (Hmmm, do you think you can find any use for that idea?!)

** How I have converted your sealed white "envelope-in-an-envelope" technique for use with e-mail marketing.

** An idea I have for building a fast prospect list using e-mail on Internet.

** A little-known software program that costs only a couple of hundred dollars and will batch process credit card authorizations using personal computers. It dials the number, uploads your customers credit card orders, and then downloads the authorizations or declines -- automatically.

** Why you should not use Compuserve, or AOL, or AppleLink, as gateways to Internet. (I learned this the hard way.)

** My current experiments I'm running online -- and what I'm finding out.

** The name of a little known software program that can scramble files so that it makes it nearly impossible for even the most ardent hacker to decode (including the U.S. government). Plus, how to get this software FREE.

** How anyone with a computer and a modem can get up-to 10 hours of online time FREE from a major online service so they can do a lot of free on-line marketing tests.

Plus, I'll share an extremely rare audio cassette and 105 page manuscript written by a man in NY who I believe was one of the first to make money using BBS marketing -- and to write about it.

Keep in mind Gary, that this man made money at time when most people (even computer nerds) didn't know much about BBS's, and the number of people accessing BBS's was a mere fraction of what it is today (he made money via electronic marketing over 7 years ago).

In this book, he reveals how to start your own personal BBS to sell stuff. Although the book is outdated (technically) it explains a lot and it's a great "primer" written for non-computer literates. It's probably the first book written on this subject. I don't know what ever became of the author, but I found both his book and audio tape fascinating.

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Also, I've found the name and address of an "Internet GURU" who is an expert on Internet and who knows this stuff cold. He's set up an e-mail subscription service to help beginners learn their way around internet.

Anyway, Gary, I'm so excited about this stuff that I'm about to explode!

Let's share some ideas so we can make some money. Just give me a call at (415) 962-1991, and I'll... spill my guts!

STEVE SHAPIRO: He's been a computer consultant since 1970 and places messages and ads on a daily basis on Compuserve! **(310) 450-2055.**

JOE R. GLENN: This man is one of the founders of Macland, Inc., a public company selling computer software and hardware to the public with sales of over $18,000,000 per year. Here's the most interesting part of the fax he sent me:

> *"We are just getting ready to market a new software program that everyone involved in sales should have. It is very unique and should allow a person to increase their sales many hundreds of times with very little effort. There is nothing like this on the market."*

Increase sales by a factor of many hundreds of times? Hmn? Maybe you should call and find out about this. **(602) 952-0602.**

BOARDWATCH MAGAZINE: This is the "Bible" for BBS info. Subscriptions are $36.00 per year and the phone number is **(800) 933-6038.**

SARAH STAMBLER: This woman publishes a newsletter by fax or fax-on-demand. She also has a *Marketers' Resource Catalog* which offers a lot of utterly fascinating reports and so forth on how to use fax technology to enhance sales and profits. For example: "*NATIONAL FAX DIRECTORY 1994* gives you access to over 185,000 fax numbers for U.S. companies, organizations, government agencies and libraries. Three sections provide access alphabetically by subject, organization name and geographic location. Entries in each section include complete addresses, fax numbers and voice phone numbers."

Another example: "*COMPARISON TABLE OF FAX-ON-DEMAND SERVICE BUREAUS* covers the features of 10 major companies, transmission charges and set up fees and monthly charges for local 800 and 900 numbers and special features. Included are World Data Delivery, SprintFAX, Instant Information and more."

Hey, let me make this short and sweet...

If You Want Any Info
Having Anything To Do With
Fax Machines, Fax-On-Demand,
Fax Applications, Etc., Sarah Is The
Person To Call!

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At the very least, get her catalog! It's free. **(212) 222-1765.**

JOHN ENGLAND: OK, this last one is a doozie. John has sent me a somewhat detailed letter, and I believe, the best way to describe what he has to offer is to excerpt some verbiage right from his letter. Here goes:

"Last spring at a Ted Nicholas seminar, Ted gave me an idea that has come to fruition.

"That idea has evolved into Electronic Publishing for the self publishing industry.

"Gary, we presently run a BBS named EPS (Electronic Publishers Service, Inc.). Our goal is to become 'the clearing house' of the self-publishing industry, as well as 'the training center' for electronic publishers.

"In addition to our BBS, we have a computer-software training center. We can take computer illiterates and in 5 days give them the training, software, and tools to be in the electronic publishing business for themselves. All this in less than a week!!!

"Yes, our students can and do:

"• Access the InterNet, FidoNet, MajorNet, Compuserve, America On-Line, etc.

"• Use fax-on-demand

"• E-mail in real time

"• Desktop publishing for electronic distribution

"• Hands on training with electronic publishing software"

Sounds interesting so far, doesn't it? Well, in addition to the letter they sent me, they also sent some other printed info giving an overview of what they can help you with and, I've decided to produce this info word-for-word rather than excerpt it as I did the letter. Check this out:

Electronic Publishers Service, Inc. is in business to service the electronic publishing industry. To help you earn money from your work, we support you with the following services

Marketing

For writers of single works, we make available to you hundreds of forums (special interest groups) on hundreds of other Bulletin Boards where you may post national notices of the availability of your work. This may serve as your only promotional effort or it may be an adjunct to your current marketing.

For newsletter publishers, we can provide you with your private forum that you may promote to your clients. With this forum, you can receive questions

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and inquiries via messages and electronic mail so that you may correspond directly with your subscribers. You may also go "on the air" live weekly and talk to your clients in real time via a teleconference. This is like having your own radio or TV show only better because you can carry on a conversation with your listener!

We will also provide distribution for companies that are not selling their publications but need to make them available to sales forces, customers, etc. This is ideal for distributing catalogs, price lists and the like.

Fulfillment

Whether you are a stand-alone-work (book, manual, etc) writer or a subscription (newsletter) publisher, we can distribute your documents electronically to your readers. Our shopping mall will take orders, verify credit cards on line and deliver your work or subscription to buyers anytime of the day or night, 365 days a year!

For those of you who wish to directly market your work using other advertising media as well, we can handle your response and fulfillment needs for you via voice mail, fax-on-demand and electronic distribution of your actual work.

Production

We can prepare your work for electronic distribution for you, including, graphs, charts, illustrations, etc. We can also prepare "hyper-text" documents for your customers who are Windows(tm) users.Or you may prepare your work yourself. If your not sure how, you may ask questions in our Training Forum. You may also join a class on line and talk with an instructor and fellow publishers live.

To further support your efforts, we maintain libraries of fonts, graphics, desktop publishing programs and other tools that you may download to your computer to use in producing your documents. Many of these are public domain, which means that they are free. Others are shareware, which means that you should pay the author the request registration fee if you like the item and intend to use it.

Training

We offer three and five day seminars at our state-of-the- art classroom in West Palm Beach, Florida. These seminars are designed to teach you how to produce your documents, how to market them and will actually put you on the air and in business awaiting orders by the time you leave! We keep seminar registrations to small numbers so you get actual hands-on training and practice.

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This document is available for download in the EPS Library (OVERVIEW.TXT) as a straight text (ASCII) file that can be printed with any word processor on any printer. As a sample of a more polished electronic document, this document can be download for printing on any HP(tm) compatible laser printer (OVERVIEW.HP) or for any Postscript(tm) printer (OVERVIEW.PS). Simply use the DOS command - COPY OVERVIEW.HP /B PRN to print it.

I'm sure you now wondering how you can reach him. Just call **(407) 697-4379.**

Well, that's it folks. It's certainly not in any way, shape or form a comprehensive compendium of the help available out there. But, what I've tried to do here is to give you an embryonic network of people and sources you can connect up with (I just can't write "interface" again) who can help you with the nuts and bolts of BBS and other forms of electronic marketing.

Bear in mind, I'm not endorsing any of these people or sources. Mostly, I've never met them except on the phone or by reading their letters. However, all of them seem sincere and savvy to me and, I think you're foolish if you don't at least explore what some of them have to offer.

In case you're wondering, I am not financially affiliated with any of these people. Not only is there no financial gain to me for plugging these people in this letter, many of them won't even know I've written about them until they read it here at approximately the same time you read it.

You know, I don't think I ever really want to understand computers. I'm too much of a fossil. But, if I can be the focal point for computer literate people and people who want to be computer literate, that's fine with me. But don't you think it's odd that...

The Guy (Me) Who's Spreading
The Word About The Profit
Potential Of Computer Marketing
Can't Even Turn On One Of
The Damned Things?!

And hey, if I ever do another issue like this, do you know anyone else who should be written in it? If so, write and let me know.

In the meantime, I hope I've given you enough here to get you going. There's no doubt; this stuff is the future of marketing. In fact, to a significant degree, it is the now of marketing.

Go forth and profit.

Sincerely,

Gary Halbert

Gary C. Halbert
Southernmost Computer Illiterate

P.S. I just learned Dave Smith lost his home in the Laguna Beach fire and is now relocating to another area. You won't be able to reach him right away but, hold onto this man's name and number... it's worth it!

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 8:50 a.m.
December 29, 1993

Dear Friend & Subscriber,

Most issues of this newsletter are written around a single theme. Like: How to write newspaper ads, what you need to know about BBS marketing, the secrets of personalized letters, etc.

Not this issue. This one is going to be a potpourri (grab bag) of mixed ideas, belated thank you's, suggestions, random thoughts and so on.

I hope you find it useful.

First off, one of the things that interests me most is, when people tell me about the book or books, other than the Bible, that had the most impact on their lives. In fact, if a particular book (or books) has made an enormous difference in <u>your</u> life, I'd love it if you'd write and tell me the title, the author and what the book is about. In return, I'll tell you, right here and now, about the four books which had the most impact on my life. (NOTE: These are <u>not</u> listed in any particular order.)

1. *The Miracle Of Fasting:* This is a book written by Paul Bragg who, for my money, knew more about how to <u>build</u> health than anyone else I've ever encountered. Fasting is one of the most misunderstood subjects on earth. Most doctors are completely wrong about it. Fasting will, I believe cure almost every sickness which <u>can be</u> cured. It will also clear up your thinking like <u>nothing else</u>. Also, after a 10-day fast, you'll look 15-years younger and your life will have a clarity about it unachievable any other way.

Can you suspend your disbelief long enough to get this book and read it? If you can... I can... almost guarantee it...

Will Change Your Life!

2. *The Joy Of Running:* By Doctor Theodore Kostrubula. This book describes a therapeutic kind of running you will not read about in *Runner's World Magazine* or any of the running books in your library or local bookstore. Did you know, for instance... if you run a certain way... you will release a bouquet of "survival chemicals"... **200 TIMES STRONGER THAN MORPHINE**... into your brain which will give you an indescribable high, add immensely to your health... and... sharpen your thinking and smooth out your emotions? True. Check it out.

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3. *Know Your Abilities:* This is an old book (30 years?) and I can't remember who wrote it. But, I bet you can get it at the Library of Congress. In any case, it draws on the experience of aptitude testing during World War II and tells you how to find out what kind of work you are <u>really</u> suited for.

4. *The Direct Mail Guides:* By Thomas Hall. Technically, I guess, these guides aren't really a book. But, they're close enough... and... they're what got me started in direct marketing. If you are interested in direct response, they are absolutely priceless.

OK, let's skip to something else: If you could make your children (or anyone else you love) do just one thing... and... do it consistently... what would you have them do? My answer? I'd have them start almost every day of their lives by doing approximately 1-hour of roadwork. Walking, jogging or running. Done in the morning, it tones you up, both physically <u>and</u> mentally, for the rest of the day.

And look, if you need to do something on a consistent basis...

Do It First Thing
In The Morning!

Otherwise, the day will crowd in on you and steal it away from you.

Here's another thought-provoking question: What would you buy everyone you love... if... you could afford to buy them anything?

Me? I'd buy everybody a certain amount of time with a man in Dallas, Texas named Ross Stewart. Let me tell you about him. I was in Dallas visiting Phil Kratzer this summer and he said he wanted to buy me a gift. Namely: An hour with a psychologist he had found to be extremely useful.

Hey, what the heck? How could it hurt me?

So, I ended up sitting in Ross' office telling him I didn't have a clue why I was there. "Well," he said, "let me ask you some questions and then I'll tell you all about yourself."

"Sure," I thought... but... I went for it. And you know what? In less than an hour he knew more about me (and <u>told</u> me what he knew) than anyone else in my entire life...

Including <u>Me</u>!

That session was invaluable... and... I've been seeing him ever since.

Ross knows more about human nature than anyone else I've ever met. He can "decode" the mysteries of women for you. He can give you a series of simple questions to ask that will make sure... <u>you never let a loser into your life again</u>! As an <u>employee</u>... as a <u>lover</u>... as a <u>spouse</u>... as a <u>friend</u>... or as a <u>business partner</u>. Let me ask you this:

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Would You Spend $10,000 On Something Which Will Positively And Massively Enhance Your Life?

If so, contact Ross and sign up for what I call a "super session" with him. It'll take about ten hours out of your life for him to interview you in depth. Then, he'll spend more hours evaluating the data and ultimately deliver to you verbally (and in a printed report) nothing less than...

An Owner's Manual For Running Your Life!

I simply cannot overstate the value of this. Ross will tell you exactly, step-by-step, what you need to do to...

- **Make You 1,000% More Effective In Business!**
- **Improve Your Relationships With The Opposite Sex!**
- **Improve Both Your Emotional And Physical Health!**
- **And, In General, Improve Every Other Important Area Of Your Life!**

Trust me... it will be the best $10,000 you've ever spent. Actually, I'd so much like my subscribers to have one of these "super sessions," I've talked Ross into giving you one for a down payment of $3,750.00. Then, one year after your session, you can pay him the balance from the extra profits you've made (or the extra earning you've realized) because of his help. Or... if you feel like it (you won't)... he'll let you forfeit paying the balance.

If you have any doubts about the value of doing this, hire Ross for a 1-hour telephone consultation (which will cost you $90.00) and then, decide what you want to do at the end of the hour.

In truth, this may be the most valuable suggestion I've ever given anybody and, **Ross Stewart's** telephone number is **(214) 385-4555.**

Let's see, what else? Oh yeah. I got a fax from Glenn Osborn telling about a friend of his in California who has worked as a mail carrier and a post office custodian in five different post offices. "His job was to throw in a dumpster 2,000+ lbs. of bulk and 3rd class mail a day. 6 days a week. Some weeks he filled four 8' by 8' by 10' dumpsters full of mail. He has traveled the U.S. and says most big post offices do the same."

So hey, what's new?

Onward. I've recently become friends with two of the most fascinating people I've ever met: Lew and Anita Williams. They live on the outskirts of Dallas and both are heavily into direct marketing. Lew has his own publishing company and Anita works for ATT, MCI, Sprint, DisneyWorld and a host of other prestigious clients. She writes brilliant copy and produces masterfully crafted catalogs.

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Anyway, a long time ago, I was looking for copywriters and I wrote an ad to fetch them. The ad had a full-length picture of me wearing a Panama type hat and leaning on a cane. Well, a few days ago, I got a framed enlargement of that photo with the following letter:

Lew Williams
Direct Response Marketing
931 Maplecrest Drive • Lancaster, Texas 75146 • (214) 227-6326

December 9, 1993

Mr. Gary Halbert
3706 No. Roosevelt Blvd., Suite A
Key West, FL 33040

Dear Gary:

When your "HOW TO WRITE COPY THAT WILL MAKE YOU RICH" ad surfaced in the files, I couldn't resist having a larger picture made for you.

So my son scanned it, put it in Photoshop, rebuilt part of it, and made a continuous-tone print.

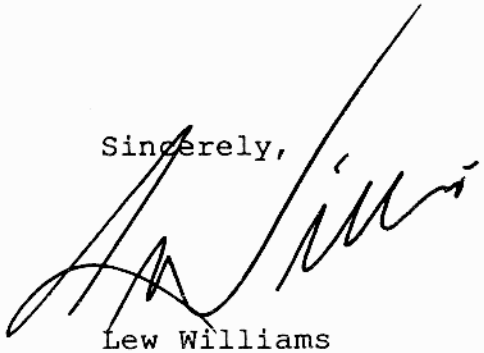
You may recall that when we had lunch here in Dallas, we talked about the ad and I even did an imitation of your pose with the cane for Phil, Donna and Anita. But after seeing the picture again, it's evident the imitation didn't do you justice.

This was one of the most talked about ads in our industry. It ran October 22, 1973. If you don't have the original ad, I'll get you a copy of mine.

Please let me know you received this.

Warmest regards.

Sincerely,



Lew Williams

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P.S. After looking at the picture again, I'm even more convinced than ever that you had to wear galvanized underwear in those days!

What a nice surprise that was!

By the way, Lew and Anita are truly quality people. You can get a clue about that by reading Anita's "Mission Statement." Here it is:

Copy That Sells

CATALOGS

DIRECT RESPONSE

Business Mission Statement

As a Writer:

To bring clarity to whatever subject I am writing about so readers are informed and motivated to take action.

As a Consultant:

To deliver superior service. To satisfy the client and to be satisfied myself with the work. To have fun.

To help clients clarify and articulate their needs and to help them achieve their goals.

To bring healing and love to the business domain and to demonstrate patience, excellence, integrity -- grace under pressure.

To inspire those I work with and to help rekindle the creative spark that brought them to their profession in the first place.

To help them rediscover the joy and freedom available to those whose work is play.

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To bring to bear my own experience and creative ideas, even if that contribution falls outside the boundaries of what I am paid to do.

To bless those I come in contact with in the course of business and to lighten their load.

To do all I can, when I can, the best I can.

Anita Williams
931 Maplecrest Drive
Lancaster, Texas
75146

214-227-7822
fax 214-227-6628

As it should be.

More from the mail: I spent Thanksgiving in Los Angeles and, one of my subscribers did some detective work and tracked me down. He then had couriered to me, a 1-ounce solid gold coin. The coin has substantial value but it pales in comparison to the value of the gesture and, the letter (which I treasure) that accompanied it. That letter is so special to me, I feel compelled to reproduce it here.

Gary Bencivenga
105 Tenth Street,
Garden City, New York 11530
516 741-5596

Thanksgiving Day, November 25, 1993

Dear Gary:

Please consider the coin above a token of my gratitude.

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It's an *Australian Golden Nugget.* It contains an ounce of pure gold.

Every Thanksgiving, I send one or two of these coins to people whose work I've greatly admired, and whose unselfish sharing of ideas has helped me and my clients make money ourselves.

I wanted you to have it because you and your newsletter have given me so many golden nuggets of good ideas. I thought it only appropriate for you to receive a Golden Nugget from me for a change.

It's a small expression of my appreciation for all the value you pack into your newsletter...and a good luck charm for your continued success.

Keep up the good work, Gary. And may peace, happiness, health and gold be your four closest companions for all of your days.

All good wishes, my friend,

P.S. Mike Enlow would have been proud of my detective work in tracking you down. But you've left a trail wherever you've been—a trail of good friends who care for you more than you would ever imagine.

Many people think Gary Bencivenga is the best copywriter on earth. And, believe it or not, it's hard for even me to dispute that.

Thanks Gary. Thank you very much.

Here's something else I'd like to encourage all those I care about to do:

Go To The Information Marketing "Super Conference" In Las Vegas This Coming February 16, 17 and 18th!

It's only $695.00. And, get this: If you tell them you're a *Gary Halbert Letter* subscriber when you sign up, you'll only have to pay $195.00!

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What a line-up of speakers! Including: **JAY ABRAHAM**... TED NICHOLAS... **RUSS VON HUELSCHER**... DAN POYNTER... **JOE & JUDY SABAH**... DOTTIE WALTERS... **KEN KERR**... CARL GALLETTI... **MARK NOLAN**... TED THOMAS... **GARY HALBERT**... and... one or two special "mystery guests."

Only $195.00? Am I kidding? Nope. That's all you pay.

Look, you can't miss this deal. Hey, even if you think you don't want to come, do me (and yourself) a favor: Call and get complete details. That way, if you don't come, you'll at least feel lousy about not being there. Please, don't call my office. The number to get this info is...

(510) 837-2106

One last thing: Until this year, I almost hated to travel. But, that's changed and now, I'm looking for every opportunity I can find to get out of Key West. (I guess I've got what they call "Rock Fever.")

So, do you have a group of people to whom you'd like me to give a speech? Would you like me to fly to your place of business and spend one or two days going over your entire operation and making suggestions concerning how to make your business more profitable? Would you like me to come to your place of business and stay there until I have finished writing a "killer" marketing campaign for you?

Whatever. If any of this would be of interest to you, call me ASAP at **1-800-327-0028.**

Sincerely,

Gary C. Halbert
A "Traveling" Man

P.S.

MERRY CHRISTMAS!

and... **A MOST PROSPEROUS NEW YEAR!**

or

HAPPY HANUKKAH

or

just plain... **"HAVE A NICE DAY"?**

Whatever. You be good to yourself.

Peace.

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
American Flight 280
Seat 31B
Sometime in the a.m. (I lost my watch in the quake)
January 17, 1994

Dear Friend & Subscriber,

I have escaped L.A.

But, just barely. At 4:31 a.m. yesterday morning, I was sound asleep in a room near the Sheraton Universal hotel where I had just orchestrated the most mind-blowing and fruitful brainstorming session imaginable.

Suddenly I was jolted awake. The bed and, indeed the entire room, was lurching violently. A heavy dresser crashed down on my head. All about me, books, papers, framed paintings, pens, pencils, an alarm clock, clothes, etc. were being hurdled through the air. It felt like I was aboard the Sea Hunt during an extremely violent storm. In a flash, broken glass was everywhere.

And it wouldn't stop. It wouldn't stop! Later, I heard the 6.6 quake that devastated Los Angeles lasted only 30-seconds.

Don't you believe it. I was there, only a good jog from the epicenter and, I say... it lasted...

An Eternity!

And the aftermath is going to be worse. L.A. is a city where the traffic never sleeps. Millions of cars, trucks, buses and vans are in motion constantly, 24-hours per day. There is no lull in the traffic now. Never. Not even at 3:00 a.m. in the morning. I read once so many roads, streets and freeways are needed to accommodate L.A.'s traffic that half (a full 50%) of the city is covered with asphalt and concrete.

I believe it.

But now, the great concrete and asphalt arteries serving the city's vehicular traffic are crushed, broken and shattered. The Santa Monica freeway has collapsed in three different sections. It

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is worth your life to drive onto or under an overpass. As I raced to the airport this morning, the aftershocks were still continuing. (As they will for months to come.) Yesterday, after the BIG ONE, there were 88 aftershocks measuring 3.0 or higher. One was a 5.0 and another a 5.5, both of which would qualify for major earthquake status by themselves.

You know, I couldn't wait for '93 to end. It was my worst year ever and I figured (like a fool) things just wouldn't dare get any more terrible. Yeah, right. Then, during the holidays, I learned my mother had a tumor growing in her throat. About the size of a finger. A few days later, the biopsy proved it malignant. I visited her in the modest home where she lives, about nine days ago and it broke my heart. She didn't want to talk with me because she was waiting for her son. (I'm the only one.) It took three of us maybe half an hour to convince her I really was her son and I really was there. She kept looking up at a large framed photograph of me and Ernest Borgnine and then back to me. Finally, it clicked in her head it was me sitting beside her and she broke into a smile that lit up the room. We sat and talked for 1-1/2 days straight and now, I'm convinced, she knows I love her as much as she's always loved me.

Once, during that 1-1/2 days, she may have thought I was asleep because she made her way painfully across the room and covered me with an afghan, smoothed my hair, gave me a kiss and told me she loved me.

I'm not sure, but I bet, many of you, even when you're in your fifties, will find it just as special as I did to have Mama "tuck you in."

But, my mother may never be able to tell me she loves me again. They've removed her tumor (I pray they have it all) and, unfortunately, they also had to remove her larynx or voice box.

On top of that, I've had some seriously bad business news, including learning a very substantial amount of money has been stolen from my company. I feel gritty, (I haven't showered in three days), washed out, tired and worn.

But strong. In a quiet, almost silent way I feel strong. Because, you know what? I've still got my mind. I've still got the ability to think and write. I've got a legal pad, and a pen in my hands... and... in spite of everything I've just told you, I intend to write, right here and now, the best damn newsletter I'm capable of writing.

Why? Simply because my network of subscribers are a major part of my personal support system and they are more precious than gold to me. They deserve nothing less.

Anyway, lest anyone think otherwise, the earthquake isn't the

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only event that blew people's minds last week. I attended a seminar put on by copywriter, Bob Serling, which lasted Thursday through Saturday. It was called the "Direct Marketing Power Summit" and I was there mostly as an attendee. I learned a lot. I'm not sure but, maybe either Bob or I will write you a letter about it sometime in the future but, for now, just let me say it was well worthwhile.

Especially what happened on Friday. As I said, I was there mostly as an attendee but, Bob wanted me to help him during his seminar's brief section on marketing via computer. What he did was, he got two computer experts on the phone and he let me interview them through some electronic hook-up which made it possible for the entire audience to hear what was being said. Before I tell you what was revealed in those two interviews, I want to go back in time to where I was talking with Mike Enlow about putting on a seminar on BBS marketing. The way I wanted to do it was, I wanted to get a bunch of computer experts together at the seminar and interview them intensely, suck their minds dry, and then, put together a BBS computer marketing strategy.

Mike said no. He said he had spent months honing this area down to a science and he had it wired.

Well, I'm the first to admit everyone interested in BBS marketing owes a debt of gratitude to Mike. He's the one that got us all thinking about this area.

But, as you shall soon see, nothing compares to assembling a group of creative experts and then tapping into the power of OPM or "Other People's Minds." And, that's just what I did on Sunday, the day after Bob's seminar ended. I assembled a group of maybe 40 of the brightest computer guys in the nation and we spent an entire day brainstorming this area of marketing.

And, I discovered something enormously valuable, so valuable it virtually stunned the audience into silence. "This can't be true," I thought. But, over and over, what I uncovered which I think of as... what was beneath the electronic iceberg... was affirmed to me by all those experts to be true, to be doable (right now) and, to be extremely uncomplicated.

I'll get to that shortly but first, I want to tell you how, at the start of the brainstorming session, I told the audience I thought BBS marketing should be approached. It was my idea a person should log onto all five of the major BBS's, especially CompuServe, and get a print-out of all the classified ads running on those BBS's. Apparently, this is very easy to do and, I think you can not only print out the ads, you can also find out how long they've been running.

What I would look for, obviously, are ads which have been

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running six months or more which, to me, would indicate they are somewhat profitable.

Then, I'd take note of the ads selling a product I could sell too. Then, I'd write a better ad, create a better product and thereby, follow on the heels of a somewhat already proven success.

Well, as it turns out, one of the guys at my brainstorming session had pretty much done just that. He has a 3-ring binder with a copy of every single classified ad (there are more than 1,000 of them) he found running on CompuServe.

His data also includes how many replies he got to several of those ads which, I think, he was running himself. He agreed to let me have all this valuable data so I could offer it to my subscribers. But alas; my copy seems to be missing in the aftermath of the earthquake.

Maybe if I contact him I can get another copy. Assuming, of course, he and his material safely survived the quake.

There was another man there who has been selling subscriptions to a financial newsletter on various BBS's. He's been getting back ten times his advertising cost and he furnished me with a copy of his research showing the exact ads he was running, his results and so on.

I think I still have that material. But, I've got to tell you, I really threw my stuff together when I was packing because, I really wanted to get out of Los Angeles fast.

Carey Harwin was there with copies of his excellent book *How To Successfully Run A BBS For Profit*. Speaking of which, one of the things divulged at the seminar was, one of the best ways to make a profit with computer marketing is to own your own BBS.

Well, thanks to Carey's book, this no longer has to be a complicated endeavor whatsoever. Here are some of the things he unveils in his book:

- How To Choose The Best Theme For Your BBS
- How To Identify And Reach Your Market
- How To Get The Word Out About Your BBS
- How To Add Extra Value To Your Board That Callers Will Pay For
- How To Price Your Fees To Make Higher Profits
- How To Increase Your Profits And Reduce Costs

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- How To Turn Your BBS Into A Goldmine
- How To Attract New Callers
- How To Hook Your Caller's Interest
- How To Assure Your Callers Call Back
- How To Collect Your Money
- How To Grow And Expand Successfully

And more. Even if a person doesn't desire to start his own BBS, it might be a good idea to read this book so as to gain an understanding into the mindset and operating procedures of BBS owners.

Another piece of written info I picked up at the brainstorming session was a little report by Vernon Darley, II called *Electronic Advertising Media*. It describes the electronic customer, electronic customer characteristics, what's going to happen related to Interactive TV, comments on local BBS's, E-mail history, CD Rom, electronic magazines, the advantages of electronic marketing and a step-by-step outline of how to make big dollars as a BBS on-line advertiser by a woman...

Who Is Doing It!

By the way, here's an out-of-context comment but I want to get it down on paper before I forget it. As I understand it, many PC users decide what they are going to "download" based on the number of people who have already downloaded that file. Well, one guy I spoke with does something very clever. He downloads his own file over and over. Therefore, when a PC user is electronically surfing through a lot of messages, if he sees one with a large number of downloads, he may download it himself to see what all the fuss is about.

Now that's interesting, isn't it?

OK, back to the brainstorming session: I had the session audio taped. At first, I wasn't thinking about offering those tapes for sale. But, as the session continued, the info uncovered was so electrifying and... so practical... I decided to offer those tapes and some of the written material I've just described (and more material I haven't described) to my subscribers at a modest price.

I'd still like to do that but, now I'm fearful those tapes may have been lost or destroyed in the earthquake. I sure hope not because, they not only contain a wealth of wonderful ideas, they also contain step-by-step instructions from actual computer experts on how to implement those ideas.

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In any event, just in case those tapes were lost or destroyed, let me at least paint with a broad brush for you... right here in this newsletter... the most valuable, by far, concept I unearthed from all this brainstorming. (By the way, I got the first inkling of this during those telephone interviews I conducted at Bob Serling's seminar.)

I'm sure you've heard of the InterNet. I don't exactly know how to define the InterNet and maybe nobody else does either. It is not a BBS. But, it is, I'm told, the biggest interlinking network of computer users on earth. Nobody knows exactly how many people are connected to the InterNet but, estimates range as high as 40 million. And, I'm told, a million new subscribers are logging on every month! InterNet offers a bewildering array of services. But the one that interests me the most is E-mail.

My daughter is a marine biologist in Seattle, Washington. Her boyfriend lives in Germany. She tells me they communicate several times a day through E-mail on the InterNet.

As I understand it, she sits down at her keyboard, types him a message and then "modems" it to his E-mail mailbox. Then, when he goes to his computer, he checks his electronic mailbox for letters or messages and reads and deletes the messages or downloads them. I guess this is a little faster than sending a letter through the U.S. post office. I don't know what the average time it takes to deliver a first class letter is now but, I know it sometimes takes 10 days or more.

Not so with E-mail. E-mail, I'm told, is delivered in seconds.

So, I got to wondering... is there a mailing list of E-mail users? Turns out there is. In fact, there are thousands of mailing lists of E-mail users. You can get a directory of this "list of lists" directly from InterNet. At the brainstorming session it was disclosed how to do this but, I didn't take notes. For one thing, I was conducting the session, for another it was all captured on audio tape.

And, sadly, I never anticipated the possibility of those tapes being lost or destroyed due a major natural catastrophe.

But, all is not lost. There's a company which publishes a book telling all about these lists. I'm not sure but, I think the company is SRI or Stanford Research Institute located in Menlo Park, California.

And, if my tapes are gone, maybe I can get all those computer experts together on a taped telephone conference call and recapture all the nitty, gritty details.

Some of these lists have what's called a "moderator." I think the moderator is the person who started the mailing list. I've

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been told, if you contact the moderator and tell him or her you want to E-mail his list some info which will be of interest to the people on his list, usually, there will be no problem. The way to do it is, give some good, valuable info free (like maybe the first chapter of a book or maybe a sample issue of a newsletter) and then conclude by telling the recipient how to contact you for more information.

There are also millions of people on "unmoderated" lists. You don't need anyone's permission to E-mail these people and, through technology I don't understand, somehow your message can be sent to all of these people in a matter of seconds.

At no cost.

I don't know why it doesn't cost any money to do this but, dozens of genuine computer experts tell me this is absolutely true.

Do you realize the importance of what you've just read? It is possible, right now to mail letters to millions of people...

- In A Matter Of Seconds!
- Without Anyone's Permission!
- At No Cost!

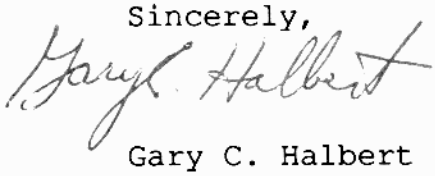
I think the place to start is to get a book or a print-out of the "list of lists," look them over and then, tailor an ethical, message of interest to these people and then shoot it out to them to see what happens.

I'm working on that and, I think you should be too.

Well, you've got the concept now and, with luck, if the tapes have survived, I'll be able to make it possible for you to get the details. And, if worse comes to worse, I'll try to get all those experts together again (maybe telephonically) and reconstruct those details.

May God be with you.

Sincerely,



Gary C. Halbert

P.S. My life is not totally devoid of cheer. I've got a new

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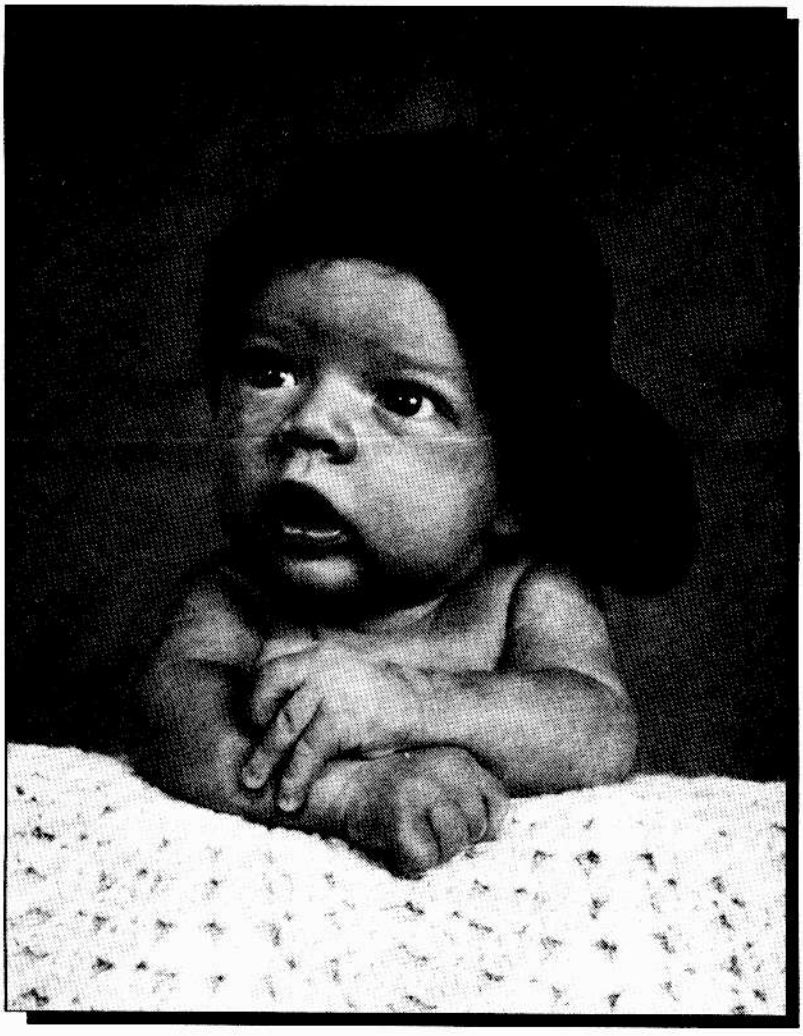
grandson named Torin Halbert and he's as cute (see photo below) as a bug in a rug.



Torin Jeffrey Halbert

One more thing: Many people think of Ol' Gary Halbert as a totally irreverent guy, but you know what, I've learned, of all things, the value of prayer.

You might try it yourself if you're not doing it already.

P.S.#2 If you've tried calling my office lately, you've found out we've had to switch from a live person answering the phone to an automated system (yech!). But I'll let you in on a little secret, as soon as you call in and get "the machine" just hit zero on your touch tone phone and one of my staff will pick it up right away.

Peace.

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THE GARY HALBERT LETTER
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From:
Key West, Florida
Should've been sometime in February, 1994

Dear Friend & Subscriber,

It is tempting for me to write more about electronic marketing this month but, I'm going to hold off.

Here's why: No matter how exciting electronic or any other form of marketing is, none of it will work as well as it could unless you are using excellently written copy to tell about whatever it is you are trying to sell. And, although I've written a good deal about writing copy in the past, I haven't written nearly enough about writing good copy lately.

So, that's what this issue is going to be all about: How to write good copy.

But, before I get into that, there is something else I've been grossly negligent in writing about. If you've called my office in the last few months, you'll have heard a number of new voices on the phone. Plus, an absence of certain old voices. What I've done is, I've tremendously upgraded my staff. I want to introduce them one by one in this newsletter but, in the interest of not taking too much space out of this issue to tell you about all of them (I'll get to that in future issues) let me formally introduce just one of them today.

His name is Oliver Blake and he completely runs my office. And, he's not just my office manager, he is also my partner. I guess I never thought I'd want a partner again. But then... I've never met anyone like Oliver before. It's fair to say he has literally saved my office. He has turned chaos into order and restored and infused my staff with the "we are here to serve the subscribers!" attitude.

Oliver first came into contact with me when he attended a 1/2 day seminar I gave in Miami. The next day he strode into my office and gave me a T-shirt with his telephone number printed on it so I wouldn't forget him. He tried off and on to establish a closer relationship with me for two or three years but, I was mostly off into other worlds. That's too bad for me because, now that I know him really well, I realize he is one of the best people I've ever met. Not only has he revived my staff, he has also helped me in personal ways which were of

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enormous value. In fact, it's fair to say, he has literally helped to save my emotional and perhaps (once during an emergency) even my physical life.

I've never had a better friend.

OK, enough of that sappy stuff. Let's get down to the brass tacks about how to write really good copy. First off, I need you to remember something very important. Unlike most issues of this newsletter, this one is not about selling... it is only about writing.

So, what's the very hardest thing about writing? Any kind of writing? Just this...

Getting Started!

You learn to write good (such grammar!) the same way a weight lifter builds his muscles. By exercising. Exercising your writing ability is what strengthens and improves it. Here's what you do to get started: First, you've got to gather unto you a collection of good ads and sales letters. Every time you read a direct response ad in an airline (or any other kind of magazine carrying direct response advertising), tear it out and save it. You should have a "swipe file" containing hundreds of such ads. You'll also find good ones in certain newspapers like the *Wall Street Journal, USA Today, Investor's Business Daily* and especially in the Sunday newspaper distributed magazines like *Parade* and *USA weekend*.

You should also have a swipe file of good sales letters. One way to get a collection of good sales letters is to answer classified ads (lots of good ones in *USA Today*) that invite you to write or call for more info. You should make as many purchases by mail as you possibly can. Thus, getting on as many mailing lists as possible. You should especially save every sales letter I have ever sent you... even if you're not interested in buying what the letter is selling.

The point is, if you're new to writing copy (or trying to improve your writing), you should relentlessly pursue creating a file of hundreds of good sales letters and direct response ads.

OK, let's say you've got that done. What I want you to do next is put all that material aside for safe keeping.

Now... you should have a bunch of well-written sales messages that are effectively selling other people's products and services. But... what about yours? Many people can give an excellent verbal sales pitch for their wares but, they often "freeze up" when it comes to reducing their sales message to writing.

Never fear, Halbert's here. And, I'm gonna show you how to do it. Begin by calling someone who is a friend, a prospect for what you are selling... or... maybe someone who knows something about direct marketing. You have a tape recorder hooked up to your phone and you chit-chat a little. Then, you go into your spiel. Tell your friend or

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whomever all the merits of what you are selling. Tell him the problems it solves, how well it is constructed, how it came into being, the research leading to its development, how it has helped other people, how much it costs, what kind of terms are available... and especially... how much it can help him. In other words, just give your standard verbal sales presentation.

And don't forget to invite your listener to ask questions and you answer them as best you can. If you are actually talking to a prospect, go for a close and try to make the sale.

All done with that? Good!

Now... what you do is, you get a secretary to transcribe the tape of your phone conversation. And, while she's doing that, you pull out your trusty "swipe file" and start going through it. How do you want to sell your product? By direct mail? By a magazine ad? By a newspaper ad?

Let's say you've decided on direct mail. That means you've got to create a sales letter. Therefore, you go to the sales letter section of your swipe file and pull out all those hundreds of sales letters you've collected. Dig through them very carefully. Separate to one side any letters which look like they are successfully selling something at least "sorta like" what you want to sell. Maybe you want to sell a diet book and you find a well-written letter selling a book on how to stay healthy and live longer.

An important tip: You want a collection of ads and letters that are being used over and over. Nobody keeps running ads or mailing letters which are not working.

Whatever. Let's say, out of those letters you've separated aside, you find an especially good one that's maybe eight pages long.

First step is to read it. At least 10 times.

Second step is to copy it, preferably in your own handwriting, at least 10 times.

Third step is to read it aloud at least 10 times.

Now... set that letter aside, get yourself some 3x5 index cards and get the transcript of that phone sales presentation you made earlier. As you read the transcript, make notes on your 3x5 index cards of every fact, product feature and product benefit you talked about in your verbal presentation.

One Note To A Card!

Now... go back to that sales letter you've been reading, copying and reading aloud. Read it once more and once again make notes on your index cards, one note to a card. This time you'll be writing snippets of copy, especially good "bullets" and so on.

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Next, take all your index cards and shuffle them up. Then, start arranging them in the sequence you want the reader of your sales letter to read your information.

After you've done all that, sit down with your index cards and write the first draft of your letter and...

Write Fast!

Don't worry about doing a good job; just get some kind of a job finished. It'll help you to keep flowing if you'll remember this is only a first draft and not... something you're going to take to a printer.

When you've finished, what you are going to have, most likely, is page after page of a garbled mess and...

That's OK!

Now... go on about your business. Let your first draft "cool its heels" for a few days. Try not to even think about it.

Und so, after this incubation period, you go back to that letter and you tighten it up. You're probably going to discover you're not quite satisfied with the sequence of it. So, what you do is, you cut it up paragraph by paragraph and scotch tape those paragraphs in the sequence you like better. You're gonna end up with a God awful mess. Some of the pages of this second draft will be two or three times longer than some of the other pages.

Doesn't matter. All is as it should be.

However, before I go on, let me tell you what not to do. Remember that letter you've been reading, copying and reading aloud? Of course, you remember! Well, don't just rewrite that letter and "plug in" your product, etc. That's not the idea! The idea of the "exercising" you've been doing has been to give you the neurological "feel" of a good letter... to pick up its rhythms and cadences. You see, after you've done this, when you write your original letter, you will be unconsciously and favorably influenced by all this.

If you play a lot of golf and the only person you ever play with is your neighbor, you'll probably never get really good. But... if you played with Jack Nicholas every day, you'd probably get better without even trying.

Same with copying good writing.

Here are a few more specific hints: Short words are easier to understand than long ones. If you write "procure yourself a motor vehicle" it sounds unnatural and is easy to misunderstand. Isn't "get a car" a much better option?

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Of course it is.

Short sentences are easier to digest than long sentences. And short paragraphs are easier to read than long paragraphs.

Since we're talking about a sales letter here, let's start right at the beginning with the salutation. Assuming we are working on a letter that is going to be printed instead of typed or being produced by some technological method which emulates a typewritten letter... what then should our salutation say?

"Dear Fellow Cat Lover,"?

"Dear Future Millionaire,"?

"Dear Supporter of the Environment,"?

"Dear Chocoholic,"?

No. With a printed letter, your salutation, in my opinion, should almost always say...

"Dear Friend,"

No cause for stray thoughts there. No chance of a misunderstanding. No "jolt" whatsoever. Besides, the salutation "Dear Friend," is sort of... well... friendly.

It's warm.

Let's go to the first sentence. One thing you should probably not do until you've had an awful lot of experience is, use the first sentence... to ask a question. Don't do that. You are really setting yourself up if you do. If you ask, "Wouldn't you like to have an extra $50.00 every day?" the answer in your reader's mind just might be...

"What The Heck Is It To You?"

Instead, use the first sentence to promise or suggest a benefit. Like... "If you would like to make an extra $50.00 every day, then here is how I did it and why I think you can do it too."

Vary the size of your paragraphs. Be wary of any paragraph more than seven sentences long. That's not an "etched in stone" rule but, it is a good guideline. Also, be wary of any word with more than 13 letters in it. Again, that's just a guideline and, there will be some viable exceptions. When it comes to paragraphs, some can be just a word or two.

Like this.

Another thing: Just because I'm urging you to use short words and short paragraphs doesn't mean I am pushing for short letters. Your

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letter should be as long or as short as it needs to be. As the old saw goes, the answer to "How long should a man's legs be?" is...

Long Enough To Reach The Ground!

On this same theme, here's something very important to remember: When it comes to the work of writing, 90% of that work should be research... and only 10% should involve actually putting words on paper. The worst mindset you can have is, "How am I ever going to stretch this to 'X' pages?" It's far better to do so much research, you are wondering, "How can I cram all this in? If I have to leave out something, what should it be?" Hemingway said the best writing is that which leaves the most out.

He was right.

Do more research! Do more research! Do more research! Do so much research, you have 200 3x5 index cards in front of you before you start to write your letter.

Here's a thought I bet no one has ever laid on you before. Namely:

Beware Of ST's!

Aha! You don't even know what an "ST" is, do you? An "ST" is what Theresa (who types my letters) and I use as an abbreviation for what we call "superfluous that's." That word "that" can be eliminated from your sentences maybe 90% of the time and you will end up with a sentence that reads easier and is easier to understand. Of course, there are exceptions like the "that" in the previous sentence. That "that" belongs there.

But, here's an example of a "superfluous that" or, what Theresa and I call an "ST"...

"I said to him that we should probably go down to the river."

Eliminate the ST in the above sentence and you come up with...

"I said to him we should probably go down to the river."

A subtle change, I'll admit. BUT, in almost any piece of writing of any considerable length, there are dozens and often, hundreds of ST's clogging up the flow. Don't believe it? Get any book by any arguably truly great writer (even Hemingway) and go through it for ST's and, I guarantee you'll find them.

Let's check it out. I'm going to grab a Hemingway book and see how long it takes me to find one. Ah, here's a Hemingway book. It's a collection of short stories called *Winner Take Nothing*. Let's see how long it takes me to find an ST. Damn! That old man was pretty good. I didn't find a single ST in the first short story. Let's check out the second story.

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Aha!

Gotcha! The story is "A Clean, Well-Lighted Place" and that sneaky old ST is right in the first paragraph! Here's the sentence...

> *"The two waiters inside the café knew that the old man was a little drunk, and while he was a good client they knew that if he became too drunk he would leave without paying, so they kept watch on him."*

Hey, wait a minute! That (not an ST) one sentence has two ST's all by itself: Word #8 and word #25. Read that sentence aloud. Read it into a tape recorder. Next, read this sentence into the recorder:

> *"The two waiters inside the café knew the old man was a little drunk, and while he was a good client they knew if he became too drunk he would leave without paying, so they kept watch on him."*

Try reversing the tape and play back both sentences. Do you see how the second one is smoother? I bet you do. And... ah heck, while I'm at it, I may as well clean up the rest of Hemingway's act. That sentence, as he wrote it, has 41 words.

Too many. Here's how I'd rewrite it...

> *"The two waiters inside the café knew the old man was a little drunk. And, while he was a good client, they knew if he became too drunk, he would leave without paying.*
>
> *"So, they kept watch on him."*

What's this? Halbert improving Hemingway?! Hey, read what I wrote into your tape recorder and then play it back. You can't tell me it's not better. What I did was, I took his 41 word sentence and turned it into three sentences and I even made it into two paragraphs.

Reads easier, doesn't it?

Which demonstrates another point: Namely, you should always read aloud (preferably into a tape recorder) what you have written after you have finished. When you do this, catch where your writing stumbles and then you can go back and rewrite and smooth it out.

Moving on... let's talk about writing style. Hemingway has a certain style, doesn't he? So does Gary Halbert. And so does any other good (or bad) writer. So... how should you go about developing your style?

You shouldn't.

And you should never copy my style or anyone else's. If you do, your work will be awkward and your readers will sense something is wrong. Style develops naturally over time. What you should do is, forget about style and instead...

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Concentrate On Clarity!

Nobody ever stopped reading something because it was too easy to understand. However, hardly any reader will struggle to comprehend what you are trying to communicate. The best style of all is that which is the least noticed. You want your reader to remember what you said... not... how you said it. However, sometimes style can be noticed without damage to the message. Very few writers can do this and, those who can, (like me) didn't set out to do it. It just came naturally. Don't worry about style. Yours will come and, it'll either be noticeable or it won't.

It doesn't matter.

By the way, don't forget to indent each of your paragraphs five spaces. Also, use words like "also" and "by the way" to start a new sentence whenever those kinds of words are needed to make a transition from one thought to another less bumpy. More smooth.

Look, reading what I've just written won't make you a good writer. In fact, nothing you can read will make you a good writer. Only writing will do that.

Guess what I gotta do with this newsletter? Rewrite it, is what. How many times? I don't know. Sometimes I revise these letters as many as 17 times! It took me 18 months of revision to come up with my first successful sales letter. Hemingway once rewrote one of his novels 25 times...

In Longhand!

Is it worth it? You be the judge. That first successful sales letter I wrote (or a very close clone of it) has been mailed more than 500 million (that's half a billion) times and it has generated tens and tens and tens of millions of dollars.

And Hemingway's writing has made him a legend.

As I said, you be the judge. Is the work worth it?

Only you can answer that.

Sincerely,

Gary C. Halbert

P.S. This is my February letter and, since it's going out late, you're going to get my March letter very shortly.

Peace.

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Thursday, 5:02 p.m.
March 31, 1994

Dear Friend & Subscriber,

Here's some info that can help you make a lot of money.

Listen up: There's a lot of "delivery systems" you can use to get out a sales message that will produce orders for you. And, I think I've used most of them. I've used radio, TV, newspaper ads, magazine ads, computer bulletin boards, postcards, recorded messages, etc. But, if I were only allowed to use one delivery system, the one I would chose without a moment's hesitation is...

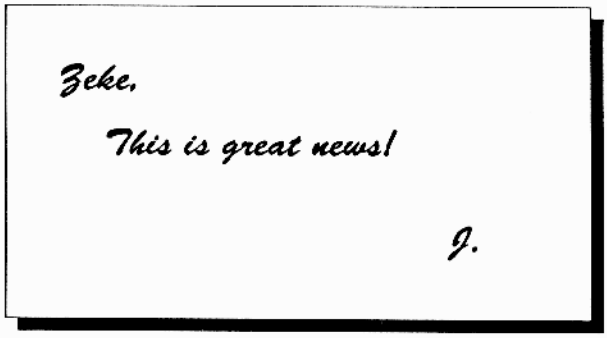
Direct Mail!

Actually, direct mail can be used all by itself or in conjunction with all other delivery systems. If you've got a 1/2 hour TV infomercial which causes people to call in credit card orders on your 800 number, you should immediately send a direct mail letter thanking your new customer for his order and offering him a chance to purchase something else from you. And, of course, you can use direct mail itself, instead of a TV infomercial or some other delivery system, to get that first order for you.

Now... there's lots of ways to make direct mail more effective. You can attach a dollar bill to the first page of your letters, you can send personalized letters, you can enclose a simulated photograph... etc... etc... etc.

However, as you may already know, one of the most effective techniques used in recent years is what's known as a "tearsheet" mailing. I'm sure you've received several of them. They usually come in a plain white #10 envelope with no teaser copy and usually, the envelope doesn't even have a return address. Most of the time, the envelopes are hand addressed.

When you open the envelope, you'll find what looks like a page torn out of a newspaper. It will be actual newsprint and it will be printed on both sides. On one side, will be the message the sender wants you to read... and... that message will have a "post-it" note attached to it saying something like:



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On the other side will be printed stock quotes or perhaps part of an ad for ladies blouses or something. The whole idea of these mailings is to give you the impression one of your friends saw a newspaper article he thought would be of interest to you, tore it out of the paper... and... sent it to you with a little personal post-it note attached.

These mailings can be very lucrative. I know because one of them I created was mailed to the tune of 125,000 letters per day until over 30 million were mailed.

Unfortunately, these mailings can also annoy people. Some people are suspicious the message on that piece of newsprint never actually appeared in any newspaper... and...

They Are Right!

Others suspect the post-it note was not written by one of their friends... and...

They Are Right!

These people feel deceived because... they have been deceived.

This sucks. It gives everyone in direct mail a black eye... and... all this deception is totally unnecessary. I'll tell you the right way to do a tearsheet mailing later in this letter. But first, let me tell you a little something about newspapers in general.

To begin with, it's hard (very hard) to make direct response newspaper ads produce a profit. There are two reasons for this: (1) Newspapers have too much "waste circulation." For example, let's say you are selling a book that tells a person what to do if they are having a prostate problem. Well, none of the female readers of the paper will have a prostate problem. None (or very few) of the rest of the readers will have prostate problems unless they are at least 50 years old.

To get right down to it, the only people who are going to be interested in your book are males 50 and over who already have a prostate problem. (People don't buy prevention; they only buy cure.) And, unfortunately, out of all the readers of any given daily newspaper, perhaps only 5% (that's a guess) are males over 50 with a prostate problem. What are the other 95%? That's easy. They are...

Waste Circulation!

That's one of the problems with daily newspapers for direct marketers: They are not targeted.

OK, now let's talk about what it costs to run an ad. If you are a pro, you always figure advertising on "cost per thousand" (CPM) basis. What you want, of course, is the lowest CPM possible.

What is the average CPM of a daily newspaper? It varies like crazy. As a general rule, the bigger the circulation of the paper, the lower the cost for every 1,000 of their readers. For example, a full page ad in the *L.A. Times* costs $64,790.25. That sounds like a lot, doesn't it? But, the *L.A. Times* has a circulation of 1,138,353 which means, on a per thousand basis, you are paying only $56.90 for every 1,000 readers.

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Now, let's take another paper. It's the *Alliance Review*, in Alliance, Ohio and you can run a full page ad there for only $1,264.20. A real deal, right? But wait! The *Alliance Review* only has a circulation of 11,839. Which means we are paying $107.14 for every 1,000 readers. Or...

Nearly Twice As Much As We Pay When We Advertise In The *L.A. Times*!

Compare that to direct mail. As a ballpark figure, I mentally budget .50¢ per piece or $500.00 to mail 1,000 letters.

Boy, that sure is a high CPM when compared to the CPM of a daily newspaper, isn't it? Hold the phone. The list we are mailing to is made up of people who have already purchased something by mail related to prostate relief. Maybe it was an herbal "prostate tea." Maybe it was a vitamin pill. Maybe another book. Whatever. The point is, on this mailing list...

There Is No Waste Circulation!

Back to that "low CPM paper", the *L.A. Times*. Remember, the CPM for that paper is $56.90. But, since we are guesstimating only 5% of those readers are genuine prospects for our prostate book, when you eliminate waste circulation, it means our real CPM is...

$1,138.00!

And that low circulation/high CPM paper? Remember that one? The *Alliance Review* with a CPM of $107.14? OK, when we eliminate waste circulation from that paper, our CPM is...

$2,142.80!

Ai, chihuahua!

So, I bet you are asking yourself right now, "Hey Self, where's Halbert going with this? Obviously there's no way to use a low circ/high CPM newspaper to make a profit... right?"

Wrong!

Let us not forget the profits to be made in those tearsheet mailings. Also, let us not forget people don't like it if the tearsheet they received in the mail really never ran in a paper. So, to cure that, let's run our article/ad in a low circulation, high cost per thousand paper. In fact, let's run it in... TA DA!... the *Key West Citizen* which has a circulation of an even 10,000 and a black and white full page rate of $1,257.75. That means, of course, the CPM of this paper is $125.77.

But, thanks to me and a special arrangement I've made for you, that price not only includes running the ad, it also includes typesetting and layout which, for a long copy, full-page newspaper ad, I've often paid as much as $600.00 or more.

It gets better. If you run a page in the *Citizen* (thanks again to an arrangement made by me) they will run 5,000 extra copies of your ad (printed front and back) and, for this...

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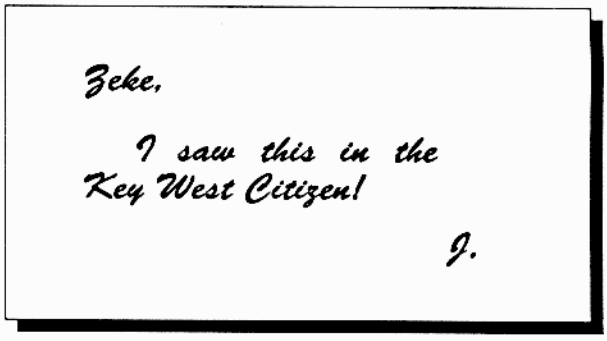
You Pay Nada!

So, yagetcher ad, yagetcher layout, yagetcher typesetting, yagetcher 5,000 free tearsheets which you can use to make test mailings and... if your test works... the *Key West Citizen* will print extra tearsheets for you for only $30.00 per thousand.

There's a "hidden" bonus to all this too. You see, the *Key West Citizen* may be a small circulation newspaper but, it is world famous. It's quirky, offbeat, eccentric, informative, a little bizarre and, it's the official chronicle of a city which is one of the top tourist destinations in the world. In fact, I once heard Key West gets as many as 4,000,000 tourists per year and...

80% Of Them Come Back!

Which means, your post-it note can honestly say...



How do you make arrangements to do all this? You simply call Randy Erickson, the advertising manager of the *Citizen*, tell him Guru Gary sent you and then, he'll get everything set up for you. The number is...

(305) 294-6641

One more thing: What if you're asked, "Who is 'J'?" Well, "J" should be the initial of the author of record of whomever wrote the article/ad that appeared in the *Citizen*. And, of course, if the article/ad is written over your name which is Edwin J. Buckwheat, instead of a "J" you sign the post-it note with an "E".

Or whatever.

Let's change gears.

I'd like to take this opportunity to say thank you to all the hundreds of my subscribers who purchased the audio tapes (the earthquake tapes) of my L.A. Electronic Marketing Brainstorming Session.

You know, I can't remember the last time I sold something that generated so many "rave reviews." I think there are a number of reasons why so many of you had such good things to say about this tape package.

1. The Content Of The Tapes: The information on these tapes (and you know this is true if you've heard them) is absolutely electrifying.

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2. The Price: I had intended to sell these tapes at Ted Thomas' seminar for $3,000 a set... because... I thought... most of the people there would not be a subscriber to this newsletter. Well, as soon as I took the stage, I asked for a show of hands of people who were my subscribers... and... it seemed like nearly every hand in the place shot up into the air.

   So much for my dreams of selling the tapes for $3,000 per set. (They are worth it.) Instead, I sold them to my subscribers only at a price of $595.00.

3. The Extra Bonuses: When people ordered the tapes, we only told them about half of the material they were actually going to get. Therefore, when all that extra and extremely valuable info on electronic marketing arrived... it was a completely unexpected and very pleasant surprise.

4. The "Tutorial": Included with the tapes and all the other material was an eight-page document written by me, which Oliver dubbed "Guru Gary's Tutorial On Electronic Marketing."

   Want to know something? I slaved over that tutorial. I'm proud of it. I think it's the clearest set of instructions ever written on how to make money with electronic marketing. And, I was so adamant about making it 100% accurate, I had it critiqued with a fine-toothed comb by computer experts all over the U.S.

Anyway, the reason I mention all this is because there's one thing I wrote in that "tutorial" which is the most important thing you will ever learn about electronic marketing. This one concept is so important... and... it's so hard to convince people of the truth and importance of this concept... I want to give it another shot in this newsletter... in an attempt to add extra weight to just how important this concept is.

OK, here it is, word-for-word, just as I wrote it starting on page four of this "tutorial":

> *Here's how I think you should proceed to use the Internet to create sales for you.*
>
> *First, as I said earlier, you should listen to all of the audio tapes, read the book on Internet mailing lists and then read the printout of the "list-of-lists" that came directly from Internet.*
>
> *Secondly, you should come up with something (if you don't already have something) to sell.*
>
> *Thirdly, you should write a message to generate leads for whatever it is you are selling.*
>
> *Fourthly, you should send your message to the mailing lists you want to receive it.*
>
> *Now listen: If you are computer literate, you can do this yourself but...*
>
> ***Don't!***
>
> *Get someone else to do this for you. This is clerical work and, you can easily get lost in the intricacies and wonder of all this technology. This is silly. It's like learning how to run a printing*

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press because you want to send out conventional ("snail mail") sales letters. It's like learning to run typesetting equipment because you want to run magazine or newspaper ads. It's like learning how to repair a TV camera because you want to make a TV infomercial. It's like... aw heck... you get the idea, don't you?

The point is, you can get thousands of other people to do this kind of technical work for you... which... frees you up to concentrate on the psychological aspects of selling. And, always remember, when it comes to selling...

Understanding Psychology Is
Infinitely More Important Than
Understanding Technology!

But, how do you go about getting your own personal computer expert to put your message on the Internet? On the next page is one way to do it. I simply ran that ad in the Key West Citizen which is our local newspaper with a measly circulation of only 10,000.

Do You Have A Personal Computer?

If so, I may have a job for you. You can work at home and choose your own hours. But, you must know how to access & send E-mail on the INTERNET.

***Call:* 294-8425**

anytime from 9:00a.m. to 5:00pm Monday through Friday and ask for Loni.

And, guess what? So far, from that one little ad in our tiny Key West newspaper, we've gotten 16 computer technicians who want to put our messages on the 'net for us. Now, just imagine, if your local newspaper has a circulation of 100,000, that ad may pull in 160 techs for you. And, if you live in Los Angeles, Dallas, Chicago, New York or some other big city, that little ad would probably pull in thousands of techs for you.

Now, listen to me... PLEASE! Whether or not you have the "Brainstorm Tapes"... pay attention to what you've just read. I don't know anyone... no one whatsoever... (except me)... who is involved in marketing via computer who is not lost in the technology.

You know what? You take an otherwise well-balanced, intelligent, savvy, perceptive human being... put him or her in front of a computer screen... and... I swear... that person's eyes will glaze over just like Howard Ruff's eyes used to when the subject of multi-level marketing came up. It seems there are certain things like: Multi-level marketing, alcohol, drugs, extremely attractive women... and computers...

Which Instantly... Make People Stupid!

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Do not get hooked on this high-tech drug. It is more addictive than morphine. If you do get addicted, you'll soon know everything about RAM, CD ROMS, gigabytes, memory, interface technology, windows, etc., etc., etc. However, there'll be one eensy, weensy, tiny, little, microscopic "something" you ain't gonna be too good at... and... what that is, is...

Selling!

Trust me: If you can stay unhooked from this drug, you will rise above the pack!

Enough of that. Now here's something else I've given a great deal of thought to. Listen, there is so much new info on electronic, BBS and computer marketing coming out every day, I could fill up every issue of this newsletter with nothing else. But, I do not want to do that. I like this newsletter the way it is with all kinds of marketing info.

So, I thought maybe I should write a totally separate newsletter devoted entirely to electronic marketing. But, I don't want to do that either. I'd rather put all that energy into this letter and make it better and better and better.

However, the marketing community desperately needs an excellent newsletter devoted totally to computer marketing. But, if I ain't gonna write it, who is? The answer... *maybe*... is...

Oliver Blake!

I introduced you to Oliver in the last issue of this newsletter. Since then, he's been telling me we must publish a newsletter on computer marketing. We've talked endlessly about it. Finally he got real excited when I suggested he write it.

"Will you help me?" he asked.

"Maybe," I answered.

So we talked more and more hours about it... until... I asked, "What do you suggest we call this newsletter?"

"The Oliver Blake Electronic Marketing Letter," he said.

And, it was at that point and only at that point I said I'd help him.

You see, to me, the first thing I want to know about any newsletter is...

Does The Author Care Enough About It To Put His Own Name On It Or Not?

Oliver does. So... here's how it will work, if we do it. He'll write the newsletter with absolutely zero help from me. It'll be about eight pages every month. But, when he's finished, I'll interview him (on tape) and everybody else he mentions or refers to in each issue. What I'll be doing during those taped interviews is the same thing I did at the L.A. Brainstorming Session. Namely: I'll be struggling to keep Oliver and all those computer technicians on track.

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Therefore, each month, the subscribers of the newsletter would get an eight-page newsletter from Oliver and a 30 to 60-minute audio tape from me wherein I try to keep everybody moderately sane.

You can't subscribe to this newsletter now. We're really not certain we want to publish it. But Oliver, with a little direction from me, is doing a mountain of research. You see, if he does decide to write this letter, he wants to get it as right as he can because, after all, it'll have his name on it!

In the meantime, we've got a killer electronic marketing seminar coming up. It's going to be held on June 3, 4 and 5 which is a Friday, Saturday and Sunday. It'll be held in Miami at the Crown Sterling Suites. You'll get a letter from me soon giving you all the details. But, you must remember... if you attended my "Birthday Bash" seminar... or... my "Atom Bomb" seminar...or... if you purchased the "Atom Bomb" tapes...

You Get To Come Free!

So, if you fall into any of the above groups, what you've got to do immediately is, you gotta call my office and let us know you plan to attend.

By the way, all the rooms at the Crown Sterling are suites and only $89.00 per day. Also, you won't need a rental car because the hotel is very near Miami International Airport.

So, why don't ya'll just modem your silly asses on down here?

Sincerely,

Gary C. Halbert

P.S. I suspect there's going to be a lot of interest from my subscribers in running ads in the *Key West Citizen*. Therefore, if you even think you might want to run an ad there in the next 12-months, you might should call Randy Erickson immediately and open up a line of communication with him.

One final thing: Even if you never intend to run an ad in the *Citizen*, I strongly suggest you subscribe to it. Hey, it's only a lousy quarter a day and, because of my efforts, I think it will soon carry more direct response ads than any other paper in the country.

Anyway, to talk to Randy or to subscribe to the *Citizen*, just call...

(305) 294-6641

And don't forget to tell them Guru Gary sent you.

P.S.#2 By the way, if you would like to be a speaker at my upcoming seminar and you have something of real value to share with the attendees, call my office immediately.

One more thing, if you've purchased the Earthquake Tapes and would like an extra copy of the tutorial... or... even if you didn't buy the tapes... but... you'd like a free copy of the entire tutorial... call my office and we'll send it right out to you.

Peace.

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425
305-534-7517

FAX
(305) 296-2296

From:
Key West, Florida
Friday, 2:59 p.m.
April 29, 1994

Dear Friend & Subscriber,

Have you ever heard of Louis Rukeyser?

Probably you have... if... you are interested in the stock market, mutual funds, bonds and other types of conventional investments. Mr. Rukeyser is the host of "Wall Street Week" which is, I believe, the longest running show (24-years) on television with the exception of "Mr. Rogers."

Anyway, in 1992, he started a newsletter called *Louis Rukeyser's Wall Street* which has become, in just over 2-years, the largest financial newsletter in history.

How large? Believe it or not...

He's Got <u>400,000</u> Subscribers!

Lordy.

Well, the publisher of this newsletter is an old friend and client of mine, Brian Smith. Over the years, Brian has published quite a few of the most influential financial newsletters in history such as *Personal Finance, The Doug Casey Letter, Tax Angles, Utility Forecaster, International Investment Letter,* and so on.

Whatever. So anyway, Brian gets in touch with me a short time ago and tells me the direct mail piece they have been mailing to get new subscribers for the Rukeyser letter is starting to wear out... and... he wants me to create a new direct mail package that will jump the circulation of the newsletter from 400,000 to a <u>million</u>.

Hey sure, nothing to it.

Yeah, right.

Look, Brian Smith hires the best copywriters in the world. So, even though it pains me to say so, I'm not going to beat his control package by "writing better" than the other guys who've been working for him. As far as writing is concerned, once someone reaches the highest level of proficiency, no one can write "better" than that person.

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You can write with a different style, maybe a different rhythm but, not "better."

OK, so I got to thinking: Part of my job is to teach people how to write good copy and, in general, create good (profitable) advertising. I'm always looking for different ways to improve my teaching abilities and, if I could, the best way I could teach someone is, have them "hang out" with me for a month or so and look over my shoulder and literally, virtually, physically watch me create new promotions and explain what I'm doing and why I'm doing it.

However, since I can't do that, I thought maybe it would be educational for my readers to know how I'm going to try to at least double the number of Rukeyser's subscribers.

Let's first talk about what I can't do: I can't "outwrite" his current mail piece because, he's already using the best copywriters available. I can't make a dramatic change in the price of the newsletter; if you've got 400,000 people who've already paid $49.95, you can't suddenly let new people subscribe for $19.95 or something. I can't change what the product is: The Rukeyser letter is the Rukeyser letter and, that's that.

So, what can I do to make Brian Smith's already brilliant direct mail marketing packages even better? Here's a few things I can try:

1. I can change the "look" of the promotion.

2. Even if I can't "outwrite" what is currently being mailed, I can rewrite the offer to give it a different and more intriguing slant.

3. Even if I can't change the basic offer, I can "restructure" it to make it more appealing.

4. I can make sure a higher percentage of the letters being mailed actually get delivered.

5. I can dramatize the mailing.

Now, before I go on, let me say, although I'm using the Rukeyser mailing to illustrate my points here, what I'm going to reveal are ways for you to think about improving any mailing.

So, Buckwheat, let's examine each of the above five concepts in more detail. The first thing I suggested is a change in the "look" of the mailing. Right now, the Rukeyser offer is going out in a large envelope 6 inches high and 11-1/2 inches wide. Both sides of this envelope are loaded with teaser copy and the front has a large full color picture of Louis Rukeyser printed on the left side of it. On the next page, except for the color printing and size reduction, is exactly what the envelope looks like:

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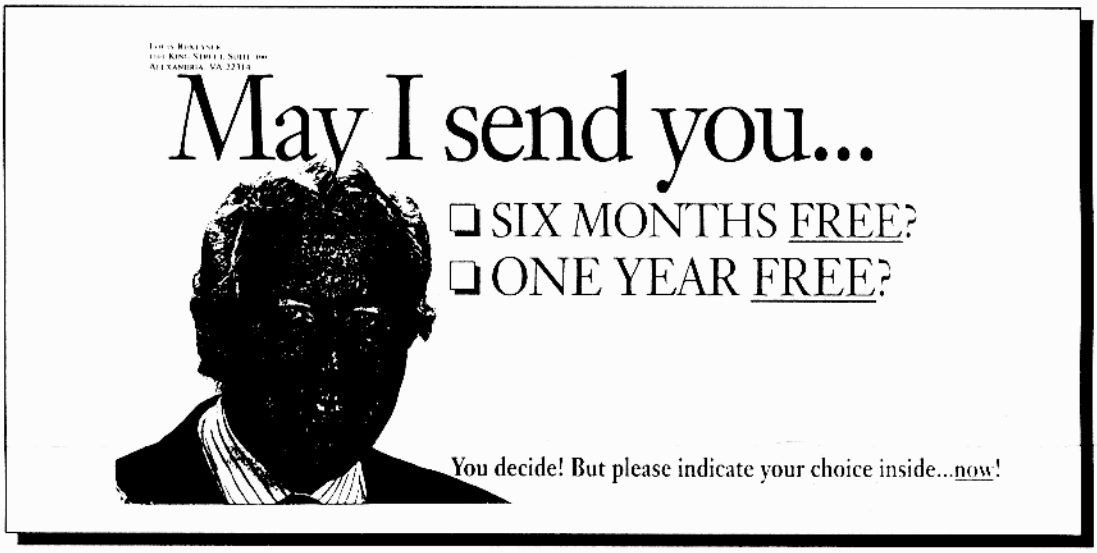
FRONT SIDE OF ENVELOPE ***(reduced by 55%)***



BACK SIDE OF ENVELOPE ***(reduced by 55%)***

It's like having "secret weapons!"
"SECRET WEAPON #1"
He manages literally billions of dollars in assets – and sees in Clinton's agenda the chance for you to clean up bigtime!
"SECRET WEAPON #2"
From his hideaway in the balmy Bahamas, he names for you the prime, undervalued stocks you should scoop up now!
"SECRET WEAPON #3"
He retired at 46, spectacularly rich, and a legendary visionary on Wall Street. Now, he tells you where to keep your eyes glued this year!
"SECRET WEAPON #4"
She "sees" what others do not! She predicted the Crash of '87 and the surprising upturn that followed. Now, she reveals the important "signal" that's coming soon!

Envelopes like this scare me. I've been preaching for years that ***"the people of America sort their mail while standing over a wastebasket."*** As many of you know, it's my contention people sort their mail into an A-pile and a B-pile. The A-pile contains everything that is, or appears to be, personal. The B-pile contains everything that, judging by the "look" of the envelope, obviously contains a sales message.

It's my belief 75% of all B-pile mail gets tossed in the "round file" immediately without ever getting opened.

But that's not the half of it. Much of this type of mail never gets tossed by the people it's addressed to because...

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It Never Gets To Them!

Postal workers, judging by all the articles I've read, routinely throw away a large percentage (an average of about 17%) of all B-pile mail. Therefore, the first thing I'll change about the Rukeyser promotion is the look of the envelope. I'm guessing my envelope will look something like this:

MY ENVELOPE

1101 King St., #400
Alexandria, VA 22314

FIRST CLASS MAIL

John Q. Everett
123 Elm St.
Massillion, OH 44314

Now listen, my envelope may not look exactly like that. Instead of the first-class stamp, I'll probably suggest they test a bulk rate stamp or, even more likely, an envelope sent out bulk rate with the postage metered on. Here's how it will look:

MY SECOND ENVELOPE

1101 King St., #400
Alexandria, VA 22314

URGENT

John Q. Everett
123 Elm St.
Massillion, OH 44314

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As the recently departed Mr. Nixon used to say, "Let me make one thing perfectly clear." What that is, is this: It's not bulk rate I'm against, it's mail that looks bulk-rate. That second envelope you just saw can be sent out at bulk rate (depending on how far down you sort it) for just a little over .10¢ in postage. But, it sure looks like it's first class, doesn't it?

Which means the postal authorities probably won't throw it away. Why? Simply because they handle so many billions of pieces of mail, they only have a micro second to glimpse each individual envelope and form a mental impression as to whether it's "first-class" or "junk."

That's also true with he or she who receives the mail. Nobody (at least nobody outside "the business") checks to see how much postage was metered onto any given envelope they receive. They can tell (or so they believe) if it's first-class or junk simply by the...

Overall "Look" Of The Envelope!

Let's mush on. The next way I have a shot of beating the current mailing piece is by rewriting the current offer to give it a different slant. To get the slant of the current sales letter, here's the first two pages:

RUKEYSER'S LETTER

LOUIS RUKEYSER'S WALL STREET CLUB

"We have a secret, you and I!"

In a decade when the pursuit of wealth is equated with high crimes and misdemeanors ... our goal is to make money!

In a decade when personal achievement makes you NOT a success, but "an enemy of the people" ... our goal is to make money!

In a decade when former Rhodes Scholars are pushing policies that may turn even London into a tax haven ... our goal is to make money!

What's more, we are going to compound our "felony" in the jaundiced eyes of the "gloom police" ... BECAUSE WE WILL PURSUE MONEY AND HAVE FUN DOING IT!

I hereby invite you to join our happy band of rebels who plan to grow richer -- much richer -- in the years ahead. Just say "YES" and I'll start you off with SIX FREE MONTHS of membership!

Dear Fellow Investor:

Don't quote me in public, for goodness sake!

Indeed, if what I am about to reveal to you were made known in certain quarters, I might be hustled off in the dead of night to a high-security "re-education camp" deep inside the Capitol Beltway, whereupon stone-faced Behavior Modification Technicians would employ unspeakable methods to rearrange my gray matter!

My crime? Oh, it's a serious one, I admit. You see,

(over, please)

against the poisonous prevailing winds blowing guilt and resentment across our fair nation ...

I actually DO NOT regard it as a threat to the national welfare if you manage to amass a few bucks!

Even more brazen (to those mesmerized by melancholy) is my firm belief that your financial success and creation of wealth are likely to lead to more genuine societal and economic benefits than the noisome efforts of any dozen eight-term congressmen on their soapboxes of envy!

Obviously, these are dangerously heretical thoughts! And any rational, prudent person would do well to keep them private.

But you know me! Twenty-three years ago, I was solemnly assured that a television program devoted to money and investing must, by definition, be grave, somber, humorless. I listened carefully. And then I started "Wall Street Week," which broke every known rule -- and then some!

Today, "Wall Street Week" is watched by millions of loyal viewers who, to their delight, have found that they can actually have fun while at the same time accruing significant financial rewards.

And now, folks tell me, I've done it again. Last year, as the vultures of economic doom circled above, I did what the "wise guys" said no sane person should have dreamed of doing under such "dire" economic conditions. I launched a new investment newsletter exclusively for members of LOUIS RUKEYSER'S WALL STREET CLUB, the unique investor's fellowship that I now invite YOU to join!

How was my newsletter received? Though I'm an optimist by nature, even I was totally unprepared for what happened next!

In short, the response was immediate and overwhelming. Within a mere 150 days (not even half a year!), we had become the largest investment newsletter in the world. (We now have nearly 400,000 members.) Let me briefly put that in perspective. People in the industry tell me that in Indy car racing, that would be comparable to going from zero to 160 mph in two seconds flat! Why were we so staggeringly successful?

Access, in a word. My newsletter, Louis Rukeyser's Wall Street, provides you with access to a network of the most brilliant minds in investing. And that means access to privileged information and insight normally available only to those who can afford to retain the most high-priced consultants to manage their investments. How do we do it? The answer is diabolically simple: We pick

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My new slant? Here's the first two pages of my letter which illustrates what I wanted it to be:

MY LETTER

Do you ever watch "Wall Street Week"?

The Amazing Money-Making Secrets They Won't Let Louis Rukeyser Tell You About On Television!

Dear Friend,

I've got to get this off my chest before I explode.

Listen: My weekly TV program, "Wall Street Week" has been running for 22-years. During that time, millions of my viewers have made billions of dollars by following the advice they got from the show. But... the best money-making secrets, the hottest ones of all... well... I'm not allowed to tell you about those.

At least not while I'm on the air.

Please don't ask me why. It would take a long time to explain. And besides, it's a little embarrassing to me. However, now at last, I have found a way to give you these secrets...

In A Very Private Way!

How? The answer is simple. You see, not long ago, I decided to write a monthly newsletter in which I could reveal all those secrets I can't talk about on television. My newsletter is only 14 months old but, believe it or not...

It Is Already The Biggest Financial Newsletter Ever Published!

It's no wonder. You see, over the years, I've had more than 700 guests on my TV show. All of them had an opinion, of course, on where the market was going, what was about to happen to the price of gold and silver, which mutual funds represented the best buys... and so on.

But you know what? Only about 10% (fewer than 70) of all those "experts" are what I call "SUPER EXPERTS." My definition of a super expert is someone whose predictions are almost always right on target. A super expert is someone who has 100% integrity who will always tell it exactly like it is... plus... someone who will share his predictions, insights and knowledge with others.

These "Super Experts" are rare birds indeed and...

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They Are The Only Ones Whose Opinions And Predictions Are Allowed To Appear In My Newsletter!

Maybe that's why my newsletter has such a truly outstanding track record.

How good is my newsletter? I'm glad you asked. So far, as of March 31, 1994, *The Louis Rukeyser's Wall Street Letter* has recommended 213 stocks and...

91% Of Them Are Now Worth More Than They Were When The Newsletter Recommended Them!

Now, hold the phone. As you know, past performance is no guarantee of future performance. But personally, I think a 91% success rate says a heck of a lot about my letter. Don't you agree?

My newsletter also covers a broad mix of other investments. For example:

- Where (with almost perfect safety) your money can earn the highest possible interest!
- An easy way to identify the right mutual funds for you!
- When you should (and when you shouldn't) refinance your home to invest in the market!
- How to get more out of your IRA!
- Which gold coins should be in every investor's portfolio!
- How to profit from using a little-known rule of thumb for buying tax-free municipals!
- Which stocks you should be loading up on right now!
- Why you should consider (maybe) investing in raw land!
- How to find and buy antiques that will hold their value no matter what!
- Why you must create a living trust... and... how to find the right expert (probably not a lawyer) to help you do it!
- How to get the most out of a discount brokerage account!
- What you should do immediately about the coming changes in Social Security!
- Why options should never be considered for long-term investing!
- Six tax strategies which are going to work best as long as Clinton is President!

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Pretty good, eh?

But nuts, it can't be used. Brian and Louis Rukeyser won't (justifiably) stand still for any verbiage that diminishes the TV show in any way.

Shinola. I shudda known.

What will my new slant be? I don't know yet but, by the time you read this, I will have it. And, even though what you've just read can't be mailed, unless you are brain dead, you should now at least understand the concept of... "a different slant."

Hey, stop being so sensitive. I know you're not brain dead. I just throw crap like that in once in a while to keep you awake.

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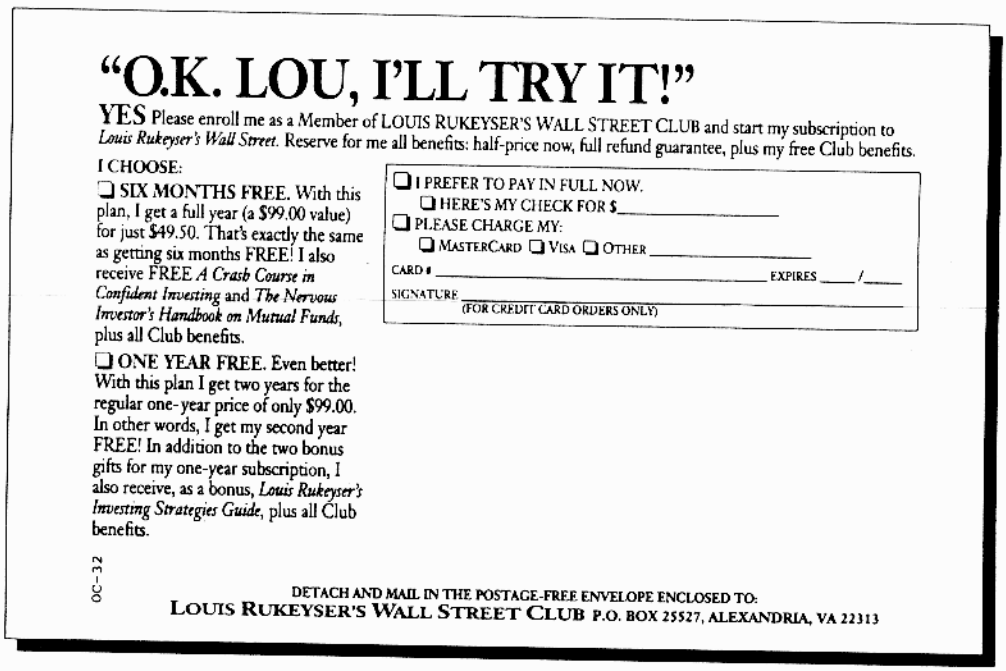
Still friends? Good. Let's examine my third idea for beating the current Rukeyser "control package." Which, as I said earlier, even if I can't change the basic offer, I can "restructure" it. The current offer is summarized by the order card they are using. Here it is:

ORDER COUPON ***(reduced by 36%)***



"O.K. LOU, I'LL TRY IT!"

YES Please enroll me as a Member of LOUIS RUKEYSER'S WALL STREET CLUB and start my subscription to *Louis Rukeyser's Wall Street*. Reserve for me all benefits: half-price now, full refund guarantee, plus my free Club benefits.

I CHOOSE:

❑ **SIX MONTHS FREE.** With this plan, I get a full year (a $99.00 value) for just $49.50. That's exactly the same as getting six months FREE! I also receive FREE *A Crash Course in Confident Investing* and *The Nervous Investor's Handbook on Mutual Funds*, plus all Club benefits.

❑ **ONE YEAR FREE.** Even better! With this plan I get two years for the regular one-year price of only $99.00. In other words, I get my second year FREE! In addition to the two bonus gifts for my one-year subscription, I also receive, as a bonus, *Louis Rukeyser's Investing Strategies Guide*, plus all Club benefits.

❑ I PREFER TO PAY IN FULL NOW.
❑ HERE'S MY CHECK FOR $_____
❑ PLEASE CHARGE MY:
❑ MASTERCARD ❑ VISA ❑ OTHER _____
CARD # _____ EXPIRES ____/____
SIGNATURE _____
(FOR CREDIT CARD ORDERS ONLY)

OC-32

DETACH AND MAIL IN THE POSTAGE-FREE ENVELOPE ENCLOSED TO:
LOUIS RUKEYSER'S WALL STREET CLUB P.O. BOX 25527, ALEXANDRIA, VA 22313

The most important change in the offer I'm going to make to people who get my letter is: They get all the premiums, they get the next two current issues of the newsletter and... they can keep their money for two full months because...

They Can Postdate Their Checks For 60-Days Ahead!

Because of cash-flow problems, many "little guys" can't do this. But, Brian Smith ain't no "little guy"; he's a major player and, he's got no problem with this at all.

If you can afford to do it, letting your customers postdate their checks almost always increases overall profits!

Idea #4 was to make sure a higher percentage of the letters being mailed actually get delivered.

Do I even have to explain this after what I wrote earlier? Aw nuts, just in case you've given this issue of my newsletter to your dumb cousin who has the IQ of a carrot, I will explain it again. Remember how I'm going to change the "look" of the envelope? Well, the look of the envelope carrying my letter will be a "first-class look" even if...

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the postage metered onto it will be bulk rate. Therefore, I'll be able to...

"Fool" Thousands Of Government Employees Into Actually Doing The Job We Are Paying Them To Do!

It's a sad world we live in, ain't it?

Last, but not least, I indicated I could dramatize the mailing. Who knows how I'll end up doing this? Maybe I'll have a personalized, yellow post-it note attached to the first page of the letter? Maybe I'll have the letter personalized and laser printed so it looks like it was typed by Lou's secretary? Maybe I'll turn it into a "tearsheet" mailing? (See last month's issue.) Maybe I'll have them smuck a bright, shiny penny onto the first page of the letter? Maybe I'll enclose what appears to be a free standing actual photograph of Mr. Rukeyser? Maybe I'll have them laser print the recipient's name in big bold print in a headline at the top of the letter? Maybe I'll have them reproduce a picture of a massively endowed topless woman right on the letterhead?

No! No! I won't do that Brian. I swear. Only kidding. Really, only kidding.

Actually, I'm not just kidding; I'm starting to lose it so... this seems like a good time for me to end this puppy.

Peace.

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. You still wanna write copy for a living? Hey, go for it. As you can see, there's nothing to it. Easy as pie.

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THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Monday, 9:22 a.m.
May 23, 1994

Dear Friend & Subscriber,

What I'd like to cover in this issue is a very often overlooked aspect of direct marketing.

Here's something that happens all too often: Somebody comes up with a good sales letter, an ad or whatever. They start running the campaign, orders come in and they fill them. Time passes. Eventually, maybe, they come up with something else to sell to their customers and they mail a sales letter or two to their customer list.

This is all well and good but, it falls far short of what could be accomplished.

You know, it's typical, when someone orders something by mail, they don't receive what they ordered or hear from the company they purchased from for a month or more. It's real common. In fact, seven of the most common words appearing in direct response advertising are...

"Allow 4 To 6 Weeks For Delivery"!

These words suck.

I wonder how many times I've gotten excited about something I've seen advertised, wanted to have it right away and then, got so irritated by the last words in the ad... "Allow 4 to 6 weeks for delivery"... I refused to order? That's happened to you too, hasn't it? I bet it's happened to millions of people.

Look, mail order and other forms of direct response advertising are just about the lowest pressure selling there is. There's no salesman to overcome your objections and a zillion other things competing for your attention. And often, a person's desire for something they've read about in an ad is... very transitory.

Anything, anything whatsoever, that breaks the small, fragile necklace of desire for a direct response product can be the death of the possible sale. We are a "quick fix" society. We want instant gratification. Getting us hot and bothered over a direct response product and then, telling us we have to wait more than a month to get it is like a curvy, young lady throwing a bucket of ice water on every male who shows an interest in her.

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So, what do you do about this? First, your advertising copy should promise a prompt (very prompt) delivery. Have you seen those new (relatively) ads in the airline magazines? They promise...

A 3-Hour Delivery!

That's right. The pitch is, you can use your credit card and the AIRPHONE, order what you want and sometimes, have it delivered... before you even land.

Most of us can't make a promise like that. However, we can and should promise to ship within a 24-hour period. "We ship the same day we receive your order" are magic words which can clench a fragile sale.

What's that? You say you can't ship within 24-hours? What should you do then?

You Should Rearrange Your Business So You Can Ship That Promptly!

But that's just the beginning. Another important something which should be the very first thing you do when you receive an order is, send a post-purchase reassurance letter. My friend, Lew Williams, a brilliant marketing guy from the Dallas area, calls this kind of letter a "stick" letter. Why? Because the purpose of such a letter is to cut back on refunds; to make sure the order sticks.

But that's just one of the jobs a "stick" letter can do for you. Another job it does, if crafted well, is to astonish your customer with the excellence of your service. Yes. It so seldom happens a mail order purchaser hears almost immediately from the seller that... when it does happen... it astonishes him or her. It also "sets up" the buyer to be in a favorable frame of mind to purchase again from the seller.

Which brings us to the third job a stick letter can do for you: It can generate another, almost instant sale!

Perhaps the best way I can inform you of the wonderfulness of a good stick letter is to show you an actual example of one. Look, I recently wrote what appears to be a very successful diet promotion which, as one of its selling features, allows the purchaser to postdate her check for 60-days.

Man oh man, when you make an offer like this, you've got to really know what you're doing. The first thing, you've got to make sure of is... that the product is excellent. The product, in this case, is a report called *Betty's Diet Report* and it contains the best info on how to really lose weight I've ever seen in print. More than that though, it is written in such a way as to bond the customer to the seller of the report. If you need to lose weight, you should absolutely read this report. The same is true if you want to get the "feel" of how a product can be deliberately written to make the buyer feel good about her purchase and favorably disposed to make another purchase. If you want, you can get a copy of this report by writing

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your name and address and the words "Betty's Diet Report" on a piece of paper and sending it with your huge payment of $19.95 plus $3.00 postage and handling to:

Betty Adams
27 Key Haven Road
Key West, FL 33040

Checks and money orders should be made out to "Betty Adams" and, yeah, if you want to be a jerk about it, you can postdate your check for 60-days ahead. You needn't bother though. I doubt you'll return this report because it will truly give you an education on two important levels.

Hey, the purpose of this newsletter is not to get you to buy a copy of *Betty's Diet Report*. In truth, if all my subscribers bought the report, I don't think it would amount to 1/10 of 1% of all the money this report is going to generate.

I think it's just something you should have if you need to lose weight or want to get the feel of how to really please a customer.

Whatever. Enough of that.

OK, now check this out. This is the stick letter a normal purchaser of this report gets sent the same day her order is received:

Betty Adams
28 Key Haven Road
Key West, FL 33040
(305) 294-3134

May 4, 1994

Carol Jane Everett
123 Elm St.
Massillon, OH 44646

Dear Carol,

I received your order for my diet report and I'm writing to say "thank you" for your payment.

I'm going to take your report to the post office and mail it to you at the same time I am mailing this letter. I'm sending the report in a large (it's 9 inches by 12 inches) plain, white envelope with the words "URGENT" and "PERSONAL" stamped on the left side of it.

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The post office charges a different amount of postage (it's called "Book Rate") to deliver a printed report like this than they charge for a letter. They also (usually) take a few days longer to deliver anything that's printed than they do to deliver a personal letter like this.

Anyway, in just a few more days you'll have my diet report and, I honestly believe...

The Day You Get It
Will Be One Of The
Best Days Of Your Life!

Listen: If you are anything at all like me, you have probably tried all kinds of ways to lose weight. But, I promise you... my way works!

Let me remind you, if I may, about what you are going to learn when you read my report. First of all, you are going to learn...

How To Get Rid Of Hunger Forever!

Just think about that: You never, ever have to be hungry again... and... what I'm going to teach you is very, very simple and, very healthy for you also. OK, the second thing my report will teach you is...

How To Speed Up Your Metabolism!

Without drugs. Without pills. Without anything that is unnatural. My way of speeding up your metabolism is actually good for you. It's cheap. It doesn't take much time. Your doctor will approve. And, you'll love how it works. But, that's not all. Here is a reminder of what else you are going to learn from my report:

- What you must do before you finish each meal... while you are still sitting at the table!
- **Why you must, once a week go on a binge! Believe it or not, there is one certain time every week... when you must force yourself to overeat. This really is true... and... doing this will help you to lose weight.**
- One food you must never eat again, not even once a year! This is the only part of my weight-loss secret that's even a little bit hard. But, in my opinion, this one food is so bad for overweight people... I recommend you NEVER eat it. (Hey, like I said in my other letter, nothing is perfect.)
- **How to get an actual photograph of yourself (right now) showing you how you are going to look when you get down to your perfect weight. This is really neat and, you will learn all about the new "gizmo" that can do this for you.**

Look, what I'm trying to say here is, my report really does give you the weight-loss answer you've been waiting for. The point of this letter is not to get you to buy my report (after all, you've already bought it) but rather to get you to read it right away.

You want to know something Carol? It's this: It seems to me every time you buy

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something today, nobody cares much about you after they've gotten your money. That's not the way I am. I really and sincerely appreciate the fact you decided to trust me and to buy my report... and... I am not going to let you down!

OK, are you ready for some more good news? If so, I've got a question for you:

How Would You Like To Make Some
Serious Money At The Same Time
You Are Losing All Your Extra Weight?

Here's what I'm talking about. My weight-loss secret is the real thing but, if I want to advertise it in newspapers and magazines, I need some "before and after" pictures of people who have used my secrets. And, you want to know something? The hardest kind of photographs in the world to get your hands on are what I call "fat pictures."

You know, before I discovered my weight-loss secrets, I weighed almost 200 pounds and, I wouldn't ever let anybody take a picture of me. I have found this same thing to be true about other people who are overweight. Nobody wants to have their picture taken when they don't feel good about the way they look.

On the other hand, if someone has lost a lot of weight, if they do have before and after pictures... well... those pictures can be very effective when they are used in newspaper and magazine advertising.

So, I've got a suggestion for you. It comes in three parts:

1. Get some pictures of yourself showing exactly how you look right now. Don't try to make yourself look good in the pictures... because... the worse you look in your "before" pictures, the more valuable they may turn out to be.

2. Read my diet report as soon as you get it and then start immediately to use my amazing weight-loss secrets.

3. As soon as you have lost all your extra weight (it'll be much much sooner than you think) buy yourself a new outfit, go to the beauty parlor and get your hair done, and, in general, get yourself all "dolled up."

   Hey, you deserve it!

4. Get some "after" photographs taken of the beautiful "new you."

5. Send those pictures to me and, if I use them in my newspaper and magazine ads...

I'll Pay You As Much
As $1,000.00 For Each Picture!

Either way, you'll be glad you took the pictures. They can be a constant reminder of how you used to look and just how much you have changed for the better.

One more thing: If you are anything like me, as soon as you start to lose weight, you'll start to get addicted to looking better. You'll take a new interest in your skin, your hair, your clothes and so on.

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If that's true, you may be interested in reading a copy of a letter my husband got from one of his friends. This letter is so interesting I have convinced my husband and his friend to let me share it with you... because... I think every woman who wants to look younger will find this letter very valuable.

You know, I think the enclosed letter should be turned into a short story with the following title:

The Embarrassing Story Of A Conceited Man Who Said He Would Never Date An "Older Woman"!

Anyway, you'll find a copy of that letter inside the sealed envelope I have enclosed with this letter. I suggest you read it right away because, you're going to love what it has to say.

That's it for now.

Sincerely,

Betty Adams

P.S. And Carol, thanks again for ordering my report. I am not a giant company; I'm one of the "little guys" and I sincerely appreciate your business.

Good luck to you.

Boy, that's some letter, isn't it? I think this letter is important enough to merit a closer examination. Let's do it.

FIRST LINE: It says I'm writing because I received your letter...

Today!

What a caring person Betty is. And, I don't mean that in a sarcastic way.

SECOND SENTENCE: It reassures by giving explicit details on how the order is going to be processed. The third paragraph gives even more details.

MOST OF PAGES 2 AND 3 do a powerful job of reselling the purchaser on the product she has already bought.

I bet 99% of the time, whenever you buy anything, by mail, telephone, in-person or whatever... you just simply don't hear again from the seller. And

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when you do, it's almost never to reassure you that you've made a wise decision by making your initial purchase.

Near the end of the letter, there is a powerful incentive to read the diet report, follow the instructions, lose the weight, make sure you have both "before-and-after" pictures and maybe earn as much as $1,000 per picture for all your trouble.

Finally, in the closing paragraphs, the purchaser is advised to read the contents of a sealed envelope which is going to offer her a chance to immediately buy another related product from the seller. Just think what we're accomplishing here for the measly price of sending a lowly letter:

1. Proof to our purchaser we're a seller who cares enough to contact her promptly!

2. A resell job reassuring our customer she did the right thing by purchasing the diet report!

3. A bonding between the buyer and seller!

4. A lowered refund rate because of all of the above!

5. More profit because we are presenting a related product at the exact time our customer thinks very favorably about us.

(Gee, I sure hope Greg Renker is reading this.)

Anyway...

That's How A "Stick Letter" Should Be Done!

I dunno. I guess I'm showing off a little. Let me finish here by cleaning up a couple odds and ends. Firstly, (is that a word, "firstly"?) please don't call and try to attend my June 3rd electronic marketing seminar. We are beyond sold out; we are packed to the rafters. I'm sorry if you have to miss out on this one. It will likely be the last electronic marketing seminar I do for a long time. And, because of that, Oliver and I have gone to great lengths to put together an absolutely outstanding "how to", "nuts-and-bolts" affair. The speakers we've got lined up will, I believe, blow the attendees away. Do you realize we plan to go on line right there at the seminar smack dab in front of the attendees?

Something else which is related: A couple issues ago, I write about how Oliver Blake and I were considering publishing a new newsletter called *Oliver Blake's Electronic Marketing Letter*. Well, we've decided not to do it. He and I have spent countless hours discussing whether or not we wanted to do this. We gave it very serious consideration before we decided it was a "no go."

Here's why: Writing and publishing an electronic marketing letter is something (if promoted the way I'd do it) which would almost certainly be

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wildly profitable. I think it would quickly grow considerably larger than this newsletter. But, to do it right, to give it the same degree of excellence I try to achieve in this letter, it would simply require more of a commitment than Oliver and I are ready to make.

Maybe someday we'll reconsider and change our minds but, I doubt it.

In the meantime, it's a wide open opportunity for someone. But you know, I personally won't be too impressed with whomever does it unless...

They Are Already Succeeding
In Marketing Products Electronically!

You see, the advice you get in this letter is not just stuff I "theorize" about. It's stuff I use in my own promotions and for those promotions I create for my clients.

On another related subject: My *Hot Stuff* newsletter has been extremely profitable. But, even so, in July I'm going to stop publishing it. That's what I intended to do when I started it and, I still feel the same way.

In a way though, it's a shame. Many folks have encouraged me to keep writing it. It's a very valuable letter exposing people to sources of products they'd never know about otherwise.

But you know what? This is not a newsletter Gary Halbert needs to write. Almost any literate, intelligent person could do it after I spent a day with them teaching them what to do.

Would you like to be in the newsletter business? Would you like to be the new publisher of *Hot Stuff*, a newsletter which is already profitable, already has a built-in mailing list and a seller (me) who will let you get even more subscribers by allowing you to send a direct mail promotion (written by me) to all of the subscribers to this newsletter?

If so, call me. The selling price of this newsletter is substantial but, it is not overpriced.

The reason I'm selling it? It's simple: I want to rechannel the time and effort I devote to *Hot Stuff* into this letter so it gets better and better every issue.

Hey, money's not everything.

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. Karen Myers, where are you? I've lost your phone number and I miss hearing from you.

Peace.

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THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Thursday, 11:07 a.m.
June 30, 1994

Dear Friend & Subscriber,

As you've maybe heard through the grapevine, Oliver and I have just pulled off (with an enormous amount of help from our friends) what was perhaps, from a business point of view..

One Of The Most Valuable Seminars Anyone Has Ever Attended!

This newsletter is not going to tell you all about the seminar. It would take far more than eight pages to do that and besides, much of it is very technical. My speakers not only told people how to go "on-line" with their marketing promotions; they showed them by doing it right in front of their eyes! The way we did it was, we had a projector and a huge screen rigged up so the attendees could see what was happening on the monitor of the computer the speaker was working on.

But I need to distance myself and "decompress" a little from the seminar before I can digest all I learned and write about it coherently. Besides that, I have something to write about in this issue which is far more important to your future than the normal kind of "how to" info you read in this newsletter.

Listen: Some months ago I was asked by one of my oldest friends when I felt I had peaked in my career. I said I didn't know but, I started thinking about that question. Then, I started re-reading the back issues of this newsletter and I found a period of time a few years ago when I seemed to be doing my absolute best writing and thinking.

Then a funny thing happened: I got mad (really mad) at myself and ashamed. What was I allowing to happen here? Was I someone who was past his prime and doomed to forever looking back and daydreaming about when I was really cooking?

That sucked.

I didn't want to remember myself "at peak," I wanted to be at peak...

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Right Now!

So, some time ago, I made some major lifestyle changes and I honestly believe it is now I am at my absolute best. And the lifestyle changes I've made seem to be helping me get sharper, clearer and oddly, more spiritual, with nearly every passing day.

I'm not saying this to brag (as admittedly, I normally do). I'm saying it because I want to pass on to you some of what I've learned which I believe, can have the same incredibly positive impact on your life as it has on mine.

The first thing I've done is, I've totally devoted myself to health and fitness. I've eliminated nearly all fat from my diet and I only consume truly nutritious foods. Also, I work out on a motorized treadmill twice a day, six days a week. I do 45-minutes first thing in the morning and another 45-minutes in the early evening.

Now, here comes the interesting part: I used to listen to music while doing my treadmill workout. Not so much anymore. What I listen to mostly now are audio tapes of an informational nature. I don't know why but, in the past, I have taken sort of a sneering attitude toward what I thought of as all those "rah, rah" tapes.

I was dead wrong: Not all those tapes are good value but, some of them contain concepts so exciting and useful, I briefly considered doing three 45-minute treadmill workouts every day!

Here's one that can change your life: Take a sheet of paper and draw a square on it. Then divide the square into quadrants and label each quadrant as follows:

Quadrant #1 Important And Urgent	Quadrant #2 Important But Not Urgent
Quadrant #3 Urgent But Not Important	Quadrant #4 Not Urgent And Not Important

Every activity of your life can be divided into one of those four categories. Quadrant #1 **"Important And Urgent"** includes such activities as a staff meeting regarding what to do about your corporate taxes, making an afternoon presentation to a prospect

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who might become a valuable customer, rushing your child to the hospital after a bicycle accident and so on.

Quadrant #2 **"Important But Not Urgent"** would be things like exercising, reading newsletters and books teaching you how to be more effective in your profession, listening to self-help tapes, going to seminars, spending quality leisure time with your friends and family, writing that book you've been meaning to write for years, etc.

Quadrant #3 **"Urgent But Not Important"** is the category for things like an insistent ringing phone with a caller on the other end who only wants to babble, a letter from a stranger who wants an immediate answer to some nonsensical question, a radio in your teenage son's room playing too loudly, your desire to lose 10 pounds right now before your date this weekend... and... whatever.

Quadrant #4 **"Not Urgent And Not Important"** covers things like "vegging out" in front of a vapid TV show, reading books which are neither informative nor entertaining, making sure all your shirts or dresses are precisely lined up in your closet... and so forth.

OK, those people who are most successful, those whose lives are most fully lived and extremely satisfying are...

Those People Who Spend The Most Time Doing Quadrant Two Activities!

The more you take care of what's important but not urgent, the fewer things you'll have to take care of that are important and urgent. For example: If you exercise and eat well every day (a Quadrant #2 activity) you are less likely to have to be rushed to the hospital because of some sort of medical emergency, which would definitely qualify as a Quadrant #1, Important and Urgent activity.

But, how do you precisely determine what your Quadrant #2 activities should be? Try this: Imagine it's 36 months from now and you are riding in a limo. You're going to a funeral and, as it turns out, it's your funeral. At your funeral, there are four speakers. One of the speakers is from your family. The next is a friend. The third is someone who was a business associate. And finally, the last speaker is someone from society at large. Maybe the editor of a magazine or something.

Now imagine each of these speakers spending a considerable amount of time talking about you and, they are describing your life as if it were lived exactly the way you wish you were living it. Would you want the speaker from your family to be a son who describes his memory of a fantastic trip he took with one of his parents (you) to New York City or maybe the Rocky Mountains? Would you want the friend to tell how he called you in desperate need in

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the middle of a night and your words of comfort and support enabled him to carry on? Would you want the business associate speaker to describe how you operated with complete integrity and came up with concepts which made enormous amounts of money for those who had supported you? Would you want the speaker from society at large to tell how something you accomplished during your life had a positive benefit on millions of people?

Whatever the answers are, they are your answers and those answers will describe what you really care about. And that's what you list in your own personal time management program under Quadrant #2 activities.

When you reflect on this, you will discover deep down you want your life to count, to have been in some way significant. Know this...

Everybody Wants To
Make A Difference!

You know, if you don't give some thought to what I've just described, you may find, when you reach the very top rung of that ladder you are trying to climb...

The Ladder Is Leaning
Against The Wrong Wall!

To some degree, that's what happened to me. For many years, I've had a "fire in my belly" to be (and to be acknowledged as being) the best copywriter in the world. Have I achieved that goal? I don't know. And actually, I don't care as much as I once did. When it comes to something like writing copy (or writing anything), painting pictures, music, photography and so forth, the concept of who is "best" is totally subjective. Years ago, I was threatened when I came across a brilliantly written piece of copy. Nowadays, I cheer when I see someone else doing spectacular work. I love it. It makes me glow.

You see, I've learned recently what I really want is to be a superb teacher. I'd like to be a guy who is remembered, if he is remembered at all, because what he has written, communicated or taught has helped people.

I think I'm good at this. And that's not a typical Halbert statement of conceit. If I am good at this, it's not because I'm so smart (I'm not), so talented or so good; it's because I've done 10 or 100 times more foolish things than the average person and therefore, as a matter of survival... I've been forced to come up with unique solutions and strategies to deal with some of life's problems.

As much as possible, I want to live my life at "concert pitch." So, I think, should you. And right now, that's where I am. I've

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never been so sharp, so focused or so upbeat in my life. If you doubt that, just ask any of the 300+ attendees of my recent seminar.

Honestly, this time, I'm not saying all this to brag. I'm saying this because I've recently learned how to make a **QUANTUM LEAP** in personal effectiveness and success in all areas of my life. And, I want to share this breakthrough with you. This is not something I discovered, invented or figured out. (I didn't figure out that "Quadrant stuff" either. That's the work of Stephen R. Covey.) This is the result of the exemplary work done by a number of researchers in various geographic areas of this country.

Listen, for centuries, every caring teacher has anguished over why some of his students succeed and some fail. Many people believe the ingredients necessary for success are talent (or aptitude) plus motivation. But there are an enormous number of people who are both highly talented and highly motivated who never really succeed.

Some say persistence is the key. Yes, persistence is very important but, there are plenty of persistent failures!

As it turns out, there is an "x-factor" which is crucial as to whether a person succeeds in life. In every area. Health, money, romance... whatever... if this x-factor is missing, it doesn't matter how talented, how motivated or how persistent you are... you will fail.

This x-factor can be measured. This is done by means of a simple written test. Versions of this test have been given to the West Pointe Cadets, students of both Cambridge and Harvard Universities and to various groups in other scientifically controlled research projects.

The results are always the same.

This test measures the x-factor and that x-factor predicts with uncanny accuracy who will succeed and who will fail.

But the best news is... if you don't already have this x-factor...

You Can Get It
In A Few Days!

Do you have it? I'm about to tell you how to find out, absolutely free. Whoa! Wait a minute! I'm wrong. There is a small payment you're going to have to make to the U.S. government. But trust me, it's worth the expense. You see, it's only gonna cost you .29¢. Yep, that's it. All you're going to have to spring for is one lousy .29¢ stamp.

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Now here's what I want you to do. Enclosed with this newsletter is a test. It has 50 questions. Some of the questions may seem foolish. Answer them anyway. Please don't waste your time trying to figure out what the questions mean or what's going on here.

Just Take The Damn Test!

OK, when you're finished, mail your test to Ross Stewart using the enclosed self-addressed envelope.

Here's what will happen: Ross is a brilliant psychotherapist. I think maybe he understands human nature better than anyone else I've ever met. Anyway, he will "grade" your test for you and send you a personal letter which will explain what your grade means and whether or not you have the x-factor.

If you don't, his letter will tell you how to get it.

Now listen, Ross has so many people who want his services, he couldn't help them all if he worked 24-hours per day. He's not cheap either. Actually, he doesn't even want any more business. However, when I found out how valuable he is...

I Made Sure
He Owed Me One!

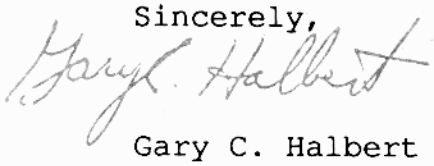
He does. He owes me big time and this is where I collect. Because, he's gotta do all this for my subscribers and, he's gotta do it...

Free!

I'm getting nothing out of this. At least nothing financial. So, why am I doing this? It's very simple:

I care.

Sincerely,



Gary C. Halbert

P.S. If you have children or anyone else you truly love, make a photocopy of this test and have them fill it out and send it to Ross also.

It will be the greatest gift you've ever given anyone.

Peace.

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You may not have experienced some of the following scenarios and that's OK. As you read the responses to each situation, you may find neither one fits you perfectly and that's OK. Just go ahead and circle the response (A or B) which fits you most. Be sure you don't choose what you think is right; be honest and choose your personal response.

1. You start a business venture that succeeds wildly.
   A. *I watched over the project like a mother hen.*
   B. *The entire staff threw themselves into the project.*
2. You argue with your best friend and then make up.
   A. *I understand where he's coming from now.*
   B. *I'm the kind of person who forgives easily.*
3. You have trouble finding the office you're looking for.
   A. *I must have taken a wrong turn.*
   B. *The directions I was given are lousy.*
4. Your friend surprises you by picking up the check for dinner.
   A. *He must be pretty flush right now.*
   B. *I must have pleased him some special way.*
5. You completely forget about an important date with someone.
   A. *I have a horrible time remembering dates.*
   B. *I had too much on my mind.*
6. You get lavishly complimented by someone.
   A. *They are attracted to me.*
   B. *People in general like me a lot.*
7. You compete for the rights to a product and get them.
   A. *I really went after this.*
   B. *I work hard going after things I want.*
8. You realize the next day you missed an important event.
   A. *I often forget things because of my poor memory.*
   B. *I often forget to check my calendar.*
9. You compete to get a client and find out he's gone with your competitor.
   A. *I didn't do my homework for this project.*
   B. *My competitor had inside contacts.*
10. You create an ad that pulls in a lot of money.
    A. *I really wrote a good ad that time.*
    B. *I am a good advertiser.*
11. You discover a mistake which could have cost your business a lot of money.
    A. *Something seemed odd, so I investigated.*
    B. *I was on the ball that time.*
12. You feel on top of the world.
    A. *I didn't catch any of the bugs that were going around.*
    B. *I've been taking care of myself.*
13. You missed a deadline.
    A. *I get too involved in projects and forget due dates.*
    B. *I was so caught up in the details of this ad, the due date slipped by.*
14. Your business turns an enormous profit this year.
    A. *My consultant convinced me to take some risks.*
    B. *My consultant is excellent at assessing risks.*
15. You ask for and receive a higher than usual fee for your services.
    A. *I was feeling cocky.*
    B. *I'm a good judge of my salesmanship.*
16. You blow a crucial interview.
    A. *I wasn't as qualified as the other people taking the interview.*
    B. *I didn't do my homework for this interview.*
17. Your friend asks for advice but seems disappointed with what you offer.
    A. *I'm not good at helping friends with advice.*
    B. *I didn't quite understand his problem.*
18. You are turned down by someone you have carefully considered about giving your business proposition to.
    A. *I'm not a good salesman.*
    B. *I made the pitch to him all wrong.*
19. Your credit card is turned down at an out-of-town restaurant.
    A. *I didn't check the balance before leaving town.*
    B. *The bank screwed up.*
20. You have a fight over business with your partner.
    A. *He's got a bad attitude.*
    B. *He was in a bad mood.*
21. You are fined for not returning a book to the library.
    A. *I always forget about due dates.*
    B. *I got confused about the due date.*
22. You ask a friend for a favor and they say no.
    A. *The whole day was a disaster.*
    B. *I didn't phrase my question right.*
23. Your dance instructor picks you to dance with as they explain the new steps.
    A. *I was the nearest student to them.*
    B. *I'm one of the better students.*

24. You realize you have a crowd listening to your stories at a neighborhood barbeque.
    A. *I'm fun to be around.*
    B. *I was very funny that day.*

25. Your friend hates the video you brought over to watch.
    A. *I don't pick things for other people very well.*
    B. *They are hard to please.*

26. You nail a new account.
    A. *I did a good job with this client.*
    B. *I'm good at getting new accounts.*

27. Everyone loves your new suit.
    A. *It's a good-looking piece of clothing.*
    B. *I have good taste in clothes.*

28. You beat a deadline no one thought you'd make.
    A. *I know my job.*
    B. *I'm good at pulling off difficult jobs.*

29. You catch a cold.
    A. *I'm too stressed to stay healthy.*
    B. *I got too stressed this week.*

30. You try to start a conversation at a party and they walk away.
    A. *I'm not good at conversation.*
    B. *They weren't in the mood to talk.*

31. You find a crossed wire that was keeping a friend's car from starting.
    A. *I had the same problem with my car once.*
    B. *I am pretty good at figuring out problems.*

32. Your travelling companion wants to spend some time alone.
    A. *I'm too demanding.*
    B. *They must want to gather their thoughts.*

33. A friend tells an offensive joke at a party.
    A. *They never think of other people's feelings.*
    B. *They committed a social blunder.*

34. Someone you respect compliments your work.
    A. *I did a good job on that project.*
    B. *I do good work.*

35. A friend finds out you anonymously helped him land a good job.
    A. *I know he needed work.*
    B. *I like to help people however I can.*

36. You attended a great seminar.
    A. *The other attendees and speakers were good people.*
    B. *I get along with people well.*

37. You get complimented for your shape at the beach.
    A. *I work out very hard.*
    B. *I take care of myself.*

38. Your friend offers you an extra ticket to a sold-out event.
    A. *They didn't want to go alone.*
    B. *They like to have a good time.*

39. You find out movie popcorn is loaded with artery-clogging fat.
    A. *I crave food that's bad for me.*
    B. *A lot of foods have hidden dangers.*

40. A new client calls you out of the blue.
    A. *He must have gotten my name from someone who liked my work.*
    B. *I have a good reputation.*

41. You have a running feud with someone at work.
    A. *I'm being unfair.*
    B. *They're being unfair.*

42. You buy a new car and have trouble shifting gears.
    A. *I have trouble with new machines.*
    B. *This is a difficult car to master.*

43. You earn a fortune with a new product you created.
    A. *I filled a market niche that turned out to be hot.*
    B. *I know how to market good products.*

44. Your last ad campaign failed miserably.
    A. *The marketplace is difficult to understand precisely.*
    B. *There was something wrong with my ad.*

45. You find the only parking spot left.
    A. *I stumbled on it by pure chance.*
    B. *I chose the right turns.*

46. The shirt you ordered through the mail is missing buttons.
    A. *Buying by mail doesn't work.*
    B. *This company has shoddy products.*

47. Your friends forget your birthday.
    A. *They don't feel close to me.*
    B. *They're flaky about special dates.*

48. You're turned down for a loan.
    A. *I'm not a good credit risk.*
    B. *I didn't meet the qualifications of that bank.*

There! That's It! Now all you need to do is cut pages 7 and 8 off from the rest of the newsletter and mail to: **Ross Stewart, Ph.D., Two Galleria Tower, 13455 Noel Road, 10th Floor, Dallas, TX 75240** in the enclosed self-addressed envelope. You might want to keep his phone number handy too. It's (214) 702-7932.

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Thursday, 4:45 p.m.
June 9, 1994

Dear Friend & Subscriber,

I am writing to ask you for a small favor.

First of all, I'm sorry you were unable to attend my Miami seminar last weekend on electronic marketing. Just about everyone who came said it was the best seminar they've ever attended in their entire life. The room was absolutely jam-packed. We had seats for more than 300 people and we still had dozens of people who couldn't get a seat and had to stand in the back of the room for the entire three days.

Anyway, as soon as the tapes of this seminar are duplicated, we are going to sell them for $970.00 per set. But, with your permission...

I Want To Send You The
Best Of These Seminar Tapes Absolutely Free!

However, as you've probably already guessed, there are some "strings" attached to this offer. Here they are:

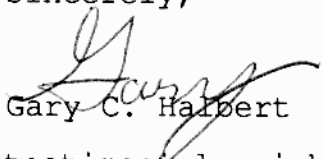
1. You have to agree to watch the tapes I send you within 48-hours of receiving them.

2. Then, if you have anything positive to say about what you see on these tapes, you have to give me permission to quote you in my future advertising.

What's going on here (obviously) is I'm looking for testimonials.

Anyway, if you want to get these tapes absolutely free (I'll even pay the shipping) call my office <u>immediately</u> and I'll send them out to you right away by Priority Mail.

Sincerely,



Gary C. Halbert

P.S. This is a <u>very</u> limited offer. I need the testimonials right now... so... if you are interested, call my office...

As Soon As You Finish
Reading This Letter!

1-800-327-0028

THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Sunday, 9:00 a.m.
July 31, 1994 (lie)

Dear Friend & Subscriber,

Mark Haroldsen, a big mucky-muck in real estate (*How To Wake Up The Financial Genius Inside You*) once passed on a bit of wisdom to me. Mark said an old man told him this when he (Mark) was a young man (a long time ago) and Mark was just starting his career:

> "No work you do is ever wasted. Even if there is no apparent immediate reward for your efforts, you will eventually, in some way, be compensated in full measure for it."

I'm going to tell you a story which will demonstrate the truth of this. This story will also help me illuminate a little known marketing principle which can help you make serious money. Best of all, telling this story will help me accomplish a much more important goal:

It Will Help Me Make
Fun Of Jay Abraham!

I love Jay Abraham. He is one of my favorite people on earth. He has an absolutely incomparable marketing mind... plus... he is the best person to "brainstorm" with I've ever met. But, that's all just the side benefits of knowing Jay. The real benefit is, he gives you so much to gossip about.

You know, one of my favorite things in the world is to talk about my friends behind their backs. Especially, if I can do it in public.

And, Lordy, Lordy... Jay Abraham provides more "ammo" than anyone else I know when it comes to giving you stuff you can use to talk about behind his back. Just about everyone who has ever met him has at least one "Jay Abraham Story." Here's one of the tamer Jay Abraham stories:

Once upon a time, Jay wanted to have a lot more marketing/consulting clients... so... he hired me to write an ad for him. When I finished it, I told Jay he should run this ad as a full-page in the *Los Angeles*

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Times and, if he did, he would immediately have as many new clients as his pudgy little heart could ever desire.

Jay did not follow my instructions. (Surprise! Surprise!) Instead, he ran the ad as a 1/4 page in a regional section (I think it was Newport Beach) of the *Times*. By the way, if all else is equal, a 1/2 page vertical is the most cost effective block of space you can buy in a daily newspaper... and... a 1/4 page is the least effective block of newspaper space you can buy.

Whatever. In spite of this, the ad I wrote for Jay pulled exceptionally well. As I recall, it caused more than 600 potential clients to call.

But, Jay was not happy. He said these leads were "unqualified." Too many "wanna-be's." "How can that be?" I asked Jay, "that ad makes them jump through hoops before they dare call you."

Jay insisted he was right. That indeed, nearly all these people were flakes. And, guess what? Jay was right. By his definition, these leads truly were unqualified. I'll explain a bit later, but first, I'd like you to read the ad because, this ad, teaches a marketing lesson all by itself. (So, please go immediately to page 8 and read the ad.)

(**BREAK**: WHY ARE YOU STILL READING THIS LETTER? LIKE I SAID, GO READ THE AD.)

All done? Good.

Ain't that a bitch of an ad? How could Jay determine these people were unqualified when the ad told them not to call unless they met six (6) very specific criteria.

I later learned why Jay considered these leads unqualified. I was having lunch with some guy (I think his name was Will Beach) who used to be some sort of partner of Jay's... and... he told me all those hundreds and hundreds of people who called got frustrated because they could never get through to Jay... and... Jay refused to call them back. And, believe it or not, after five or six attempts to get Jay on the phone...

Those Flakes Would Stop Trying!

So, as you can see, Jay was right. If a guy wants to buy your $2,000-an-hour consulting services and, he is only willing to fight to get through to you five or six times... well... to hell with him.

Hey, if 600 people are serious about buying your widgets or services, you have an obligation to make it as hard as possible for them. Anybody can buy from you if you make it easy. Jay is absolutely correct on this issue. He's the one who keeps us all sane. Since the rest of us are mere mortals, sometimes we forget... like if we're selling a diet book or something...

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Those Bastards Will Crawl Through Barbed Wire To Buy That Book If They Really Want It!

Time passes. A few years later, Jay calls me again. He wants me to rewrite the "Marketing Genius" ad. "Why?" I ask, "the original ad sucked in 600 prospects and that wasn't good enough for you."

"Gary," he says, "I've had a platoon of other copywriters working on rewriting this ad and it's gotta be done by you. Nobody else has your 'touch.' I want the rewrite to have some sort of unique twist (he didn't know what) to it that only you can come up with."

Well, I'm human. Cross my palm with enough silver and I'll whore for just about anybody.* So, I told him to send me all the drivel written by those LM** copywriters and I would see what I could do.

He sends me the material and starts to pressure me. "GOTTA HAVE THE AD! GOTTA HAVE THE AD! GOTTA HAVE THE AD!"

Finally, I call him and... I make his day. "I got it," I tell him, "listen, I'll read it to you."

Jay raves. "That's why I held out for you, Gary. You're the best! Nobody could have written that as well as you."

I was silent on the phone for a bit and then, I told him...

"Jay, I didn't write that ad. It was written by one of those copywriters you hired about 1-1/2 years ago."

"Gosh," he said, "I guess I should've read that stuff, huh?"

Does this sound unusual to you? If it does, that means you've never met Jay. Hear me well: Everybody who knows Jay knows that, for him, this story is typical.

It gets better. Jay decides he still wants me to redo the ad. Whatever. I take more of his money and I make some cosmetic changes to the ad which are of no consequence whatsoever.

Then, I tell Jay I'm going to "throw in" a little something extra. What I did was, I came up with the best lead qualifying idea you could ever imagine. Jay wanted to give people a free "taste" of his phone consulting but, he didn't want to waste time with people who would never pay his $2,000 per hour fee.

So, to qualify these people even further than the ad did, I wrote a

* Not really true
** Lesser Mortal

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letter for Jay to send everybody who replied to the ad. In essence, this is what the letter said...

> "I want to give you a free 1-hour telephone consultation but I want to make sure you are not some kind of cheap flake who just wants free info from me and, no matter how good I am, you will never hire me.
>
> "Therefore, to make sure you're not a jerk I'm going to ask you to pay $100 for the consultation which is only 5% of what I normally charge.
>
> "And to make sure you know I'm not a flake, you don't pay the $100.00 to me. Instead, you write the check to the Children's Hospital of Los Angeles and send it to me. Then, I'll forward it to the hospital and my secretary will set up a telephone appointment between us.
>
> "The downside is, I'll have wasted an hour of my time and you'll be out $100.00. The upside is the Children's Hospital will be $100.00 better off and you and I will make huge wads of money together.
>
> "If you can't agree to this, you're obviously a low-level slimebag I'd never want to work with anyway."

Pretty slick, eh? How can a person refuse such an arrangement and still save face? Actually, he can't. His downside is $100.00 that helps sick children. And, his upside is that literally, an hour with Jay can be worth millions.

I start to feel like my name is James Brown. In other words... *I Feel Good!* I call Jay and tell him (in general) about how the lead-generating ad has been redone and I have a great letter to qualify the leads for him.

Jay was ecstatic. He wanted the ad and the letter right away. FAX machines were rare back then. That meant Jay had to pay extra to have it laser expressed by "The Speed-Of-Light Courier Service." I took care of it. I waited a few hours until Jay had time to receive and read the ad and the letter. I end up sitting in a restaurant and coffee shop in Burbank, California. It is broiling outside. There is a phone booth outside. I think about calling Jay. I hesitate. I know this call is going to ruin my day. (All who have ever worked with Jay will understand this.)

I go to the phone booth and call Jay anyway. I was dripping with sweat, hot as a wolverine in heat. The phone booth is stifling. I can barely breathe. I wipe my hands dry and dial his number. I ask him, "Jay, did you get the promotion? Did you read it? How do you like it?"

"Gary, I got it. It's great. Listen: Do you know how when you dent your car and it's hard to get a body shop to match the scratched color directly?"

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"Uh, yeah," I reply.

"Well look, I got a guy who has invented these color impregnated sheets of plastic so, when you scratch up your car, you put this over the damaged area and then you take a regular household iron and you iron it and presto, your car's paint job is restored!"

"Uh, huh," I said, "and what about that client-getting promo? Could we get back to that for as minute?"

"Sure, Gary, it's great. But this new paint job repair thing is fantastic. All I need is for you to write a ... yahta, yahta, yahta, etc., blah, blah, blah..."

"Lemme see if I got this right Jay. We're gonna put this emergency, urgent client-getting deal 'on hold' so we can rush ahead on these color-impregnated band-aids for scratched cars?"

"Yeah, Gary, but see, this is so hot that..."

And then I got it: My new promo was going into Jay's infamous "drawer." That's where promotions written by low-level people like Gary Bencivenga, Gary Halbert, John Carlton, Jim Rutz, Clayton Makepeace, etc...

Languish Without Ever Having Been Tested!

My guess is, the "drawer" has now mutated into dozens of drawers, none of which are any part of Jay's consciousness. He probably doesn't even know their physical locations.

Waste of work? Not at all. That lead-qualifying concept has been used by me with great success over and over. At my last seminar, I had something special to say which would be of great interest to some members of the audience but, I didn't want this info to be received by non-players. As articulated in a previous issue of this newsletter, here is Guru Gary's definition of a "player":

(1) You must have a life;

(2) You must have a sense of humor;

(3) You must have intelligence and be an independent thinker;

(4) You must be a generous and giving person but, at the same time;

(5) You must refuse to take shit from anyone who doesn't have a gun to your head;

(6) You must be willing to take chances and cheerfully accept losses;

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(7) You must have the capacity and courage for true intimacy with your loved ones, friends and sometimes even your associates and strangers;

(8) You must be wealthy always in your mind and therefore, very often in your pocket;

(9) You must be honest and have integrity not defined by laws but rather by the inner-core of your being and finally;

(10) You must have a relationship with a higher power (nicknamed "God") that does not necessarily include and/or often transcends any association with an organized religion.

I read this description of a player to all 372 people at the seminar and told them, if they wanted to hear my idea, it would cost them $97.00 in the form of a check written to the "Children's Hospital of Miami." I explained the downside to them. Namely: I could be full of hot air and have nothing of value to tell them... or... it wouldn't be their cup of tea and they would be out $97.00.

The upside, I explained, is the Children's Hospital would be that much richer and I would tell them something of value they could use to make lots of fungolas.

"May I see the hands of the people in this room for whom this is an acceptable risk?"

Guess who did not raise their hands?

Only The Cheapskate Human Swine
In That Room And
There Was
Almost None Of Those!

It worked like a charm: The Children's Hospital got a huge donation and Guru Gary and a small number of marketing warriors are now riding to battle on a great and exciting business adventure.

You can use this concept too. Just run a lead-generating ad that generates lotsa inquiries. Qualify them with a letter or phone call making them pay a small amount of money to a charity so you'll know they're at least potentially worth spending time with. You will be absolutely amazed at how a small sum of money will separate the men from the boys. A guy will talk and talk about how important he is, how money is not a consideration, about the high-gross sales enjoyed by his company, how much he and his corporation is worth, etc... and you then ask him to write a $100.00 check to a legitimate charity and, he'll mumble, stumble and blush and tell you...

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He'll Either Have To "Think About It" Or Check With Someone Else In Order To Make Such A Momentous Decision!

Would you like to have a free copy of the video tape showing me pulling off this dirty, rotten trick to my seminar attendees... so... you'll know how to do it to your own victims? All you gotta do, if you haven't already, is call 1-800-327-0028 and ask for a free copy of Gary's "How-To-Induce-Guilt" tape and we'll send it right out to you.

Now, here's a great idea for a new product. What I propose is someone start working on a book called...

"Jay Abraham Stories"

The source material is endless. This will be a series. Some of Jay's stories will be from people who are furious with him. Other stories will be from people who are delighted because he has helped them so much. Others will be from people who are bewildered because they traveled thousands of miles to sit at Jay's feet only to find him hanging on a bar upside down like a bat as he spat popcorn on them. What's needed is a "clearing house" for Jay stories. Maybe it could be a voice mail set-up where everybody can call in with their Jay story and it can be recorded for later transcription.

Somebody should get on this.

And speaking of new product ideas... my *Hot Stuff!* newsletter is now owned by a guy named Larry Williams and I'll be sending you a letter soon telling you why, in his hands, *Hot Stuff!*...

Is Going To Be 50 Times More Valuable With Him Writing It Than Me!

Watch for it.

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. Lest there be any doubt, I really do love Jay Abraham. I've made more money from his advice than anyone else's. In my opinion (honestly) Jay is a national treasure.

But he is kinda weird.

Peace.

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(go to page 8)

Would you like to liberate your "hidden profits" and do it overnight?

The Amazing Secret Of A Marketing Genius Who Is Afraid To Fly

Do your marketing efforts overlook the obvious?

If you own or control a profit-oriented business, you should probably talk to Jay Abraham. That's because Mr. Abraham is an absolute wizard when it comes to instantly increasing sales and producing an almost overnight high-speed cash flow increase for nearly any type of owner-operated business.

However, Mr. Abraham is also an absolute coward when it comes to travel and this is especially true when it comes to traveling on airplanes. Therefore, if you wish to do business with Mr. Abraham, you must come to him. This is not because Mr. Abraham is autocratic, conceited, aloof, or stubborn.

Quite simply, the man is afraid to fly.

To most people (especially people in business) this would be a major handicap. For Mr. Abraham, however, it seems to be an asset. In fact, for a man who practically lives in a closet, his track record is literally astonishing. He has been written up in USA TODAY, THE NEW YORK TIMES, THE LOS ANGELES BUSINESS JOURNAL, THE MARKETING NEWS, several financial newsletters and many other publications.

In the last 14-years, he has developed 165 separate marketing strategies that have pulled in hundreds of millions of dollars. The names of many of his clients are household words. He has helped famous magazines, major stock brokerage firms, billion dollar insurance companies, mutual funds, jewelry companies, newsletter publishers, and other large business enterprises of almost every imaginable kind. On the other hand, many of his clients are only medium sized businesses and a few have actually been tiny "Mom and Pop" type operations. "The main thing," he says, "is not the size of the business but rather the size of the *potential*."

A brief review of his more fascinating accomplishments may be interesting to you. Here are a few examples of his advertising and marketing wizardry:

- **He skyrocketed a tiny $20,000 a year company to $13,000,000 in sales in just 18-months.**
- He pulled $570,000 worth of desperately needed cash out of a client's "dead" inventory in just 4-days.
- **He co-developed nearly 20 million investor leads for several of the largest stock brokerage firms in the U.S.**
- Because of his guidance, another client, a little jewelry firm, banked almost $80,000 in blessed sales in less than one week using one of his more ingenious techniques.
- **He took a medium sized company from $800,000 in annual sales to slightly over $7,000,000 in less than one year and this incredible increase was all internally self-financed.**

"Therefore, when it comes to money, I am forced to go right for the jugular!"

—Jay Abraham

The fact of the matter is that he has developed blitzkrieg marketing programs that have produced tens of millions of extra profit dollars (with lightning speed) for all sizes of companies.

How Does He Work And Why Is He So Successful?

To tell the truth, he is a little bit unreal. If you could ask Howard Ruff, publisher of THE RUFF TIMES; or Jim Cooke, owner of Investment Rarities; or Chase Revel, publisher of ENTREPRENEUR MAGAZINE; or Bert Allen or Albert Lowry (both authors of #1 best-sellers on real estate); or John Gilbert, owner of Johnathan's Western Clothes; or any of dozens of his other past and present clients about Jay Abraham, you would get some strange comments.

Why? The answer is simple. You see, Mr. Abraham works in many different (and sometimes unusual) ways. With some of his clients he only consults by phone. With others, he creates ads and mailing pieces. Sometimes he gets paid huge fees *just for brainstorming!* Sometimes his work is done on a secret face-to-face consulting basis.

However, no matter how he works with you, you can be sure it will be an experience!

Can this man help you? Can he, for example, *double* your gross sales in less than 90 days as he has done for so many others? Can he, as he has done in some cases, *triple* your cash flow in less than 36-hours?

Maybe. Maybe not. You can find out with one telephone call. But before you waste your time and your dime, you should give some thought to the six principal reasons he may *not* be able to help you. You see, Mr. Abraham freely admits he cannot help everyone or every business (and there are many he wouldn't help if he could). Here then are the six minimum conditions that *must* exist in order for it to make sense for you to contact Mr. Abraham.

1. You must have enough money to finance a *serious* first class sales effort.
2. You must have an ethical *first class* product or service. (Even the best marketing strategies will fail if your customers perceive you have an inferior product!)
3. You must be able to handle an almost overnight increase in sales. Here is why. Mr. Abraham is very expensive. However, the bulk of his income comes in the form of commissions from your increased cash flow which will be generated by his expertise. Therefore, if you can't handle more business now, don't call him *until you can!*
4. You must have an open mind. Mr. Abraham's methods are unique to say the least. As he puts it, "I won't travel or spend time massaging anyone's ego. Therefore, when it comes to money, I am forced to go right for the jugular."
5. Your operation must *already* be *somewhat* profitable. Mr. Abraham can help almost anyone with potential but *even he cannot multiply zeroes!*
6. And finally, needless to say, if you crave Mr. Abraham's *personal* contact, you must go to him. Otherwise, you must be content to work via mail, telephone, telex, telegram, telecopier, or carrier pigeon.

By the way, there is just one more thing. Please don't call unless you yourself own or control the business. If you can't make the ultimate decisions, just give the phone to whoever can. Please.

The number is (213) 378-9315 and all calls will be handled personally by Mr. Abraham. Thank you.

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THE GARY HALBERT LETTER
3706 NORTH ROOSEVELT BOULEVARD
SUITE A, SECOND FLOOR
KEY WEST, FL 33040

PHONE
(305) 294-8425

FAX
(305) 296-2296

From:
Key West, Florida
Wednesday, 10:18 a.m.
August 31, 1994 (true)

Dear Friend & Subscriber,

Can you imagine a newspaper ad so powerful it becomes a success... even before it appears in the newspaper?

I seem to have written such an ad.

There's a proofsheet of that ad enclosed with this letter. I had this ad typeset and some copies ran off on newsprint so I could see how it would "set up" before sending it to the *Miami Herald* or some other local publication.

It's a good thing I did. This ad seems to electrify everyone who reads it and, when I have enough new phone lines installed so I can actually run it...

It Is Going To Set
The World Of Modeling On Fire!

How can I be so sure? Simply because this ad has already set the modeling world on fire. Apparently, a few people who work as typesetters have made copies of this ad and started to pass them around. So here I am, before the ad has even ran, trying to sort through 357 photographs of young women who are "drop-dead" good-looking... and... trying to figure out which ones to feature in *Charisma*.

Can you even imagine how many photos I'm going to have to look at when (soon) the ad actually runs?

It's scary!

But don't worry about me. I've been "in training" for several months now and I think I'm up for this difficult task. And, if I weaken, maybe I can get a few of my friends and subscribers to help me out.

Does all this have anything to do with you? Yes, indeedy. It sure does. You see, I'm about to teach you...

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**How To Put Sex Appeal
Into Your Advertising Without
Offending Your Customers!**

In fact, two months from now, I'm going to give a seminar that (among other things) focuses on this subject... and... if you decide to come, you will be surrounded by more stunningly beautiful women than you have ever seen in your entire life. Not only are they stunning, many of them are extremely intelligent, talented, have a delightful sense of humor and a great zest for life.

Look, I worry I'm not making myself clear in this letter. I don't want to come off like I'm some lecherous, dirty old man who has found himself a new "candy store." Honestly, I swear to you, that is not what this is all about. What it is about is, I have discovered an incredibly enchanting place which, for reasons I'll soon explain, has a higher concentration of beautiful, young women than any other place on earth. And... these young women can help all of us make more profits from our marketing endeavors.

It's true. Sex appeal can help you sell more of anything... even if... you are in a business as dull and dry as accounting.

I don't blame you if you are skeptical about this but, will you at least give me a chance to prove it to you?

You will? Good! So, what you need to do right now is stop reading this letter and start reading that ad printed on newsprint I've been babbling so much about.

Please... Do it Now!

Ah, thank you. That wasn't so bad, now was it?

Hey, that story about the accountant was interesting, wasn't it? And, that story is 100% true. Here are some other interesting tidbits for your consideration:

> **TELEVISION:** If you do a TV advertisement for an exercise device, a 900#, a perfume, a zippidy doo dah potato peeler... no matter what you are selling... your response will increase in direct proportion to how good-looking the models or actresses are that you are using in your advertising.
>
> Average-looking models/actresses will produce average returns... and... spectacular-looking ones will produce spectacular returns.
>
> But wait! What if you are not using great-looking

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models or actresses at all? What if what you are selling has nothing to do with glamour and sex appeal?

Remember The Accountant, My Friend...
Remember The Accountant!

DIRECT MAIL: Find an excuse to enclose a picture of a beautiful woman in your package... and... your returns will skyrocket.

Don't argue with me about this. I've proven it... to the tune of zillions of letters.

NEWSPAPERS AND MAGAZINE ADVERTISEMENTS: There's an old adage about travel advertising that says, "Don't sell the trip, sell the destination." Well, let's say you're selling memberships to a health spa. What's the benefit? That here's a place you can go to sweat and get tired and do stuff that'll make your muscles ache?

Not hardly. The real benefit you are selling is, if you are a woman, you can end up looking like that stunning creature in the ad... and... if you are a man... well maybe... just maybe...

MARKETING BY COMPUTER: This can really be the jackpot area when it comes to increasing your profits by using sex appeal! What would you guess are the hottest two things you can sell by computer?

The answers are (a) info on how to make money at home with your personal computer and (b) CD Roms full of pictures of sexy, young women. The best product I know about in category (a) is the tapes of my last seminar. If you don't have these tapes, I hope you get them soon. And, the best "raw material" for product category (b) can be seen at my next seminar (in November) or, in the pages of *Charisma*.

Again, let me stress how much I hope I haven't offended anyone by what I've written so far. I really mean that. Sometimes I step on people's toes when I don't mean to (usually, I do it deliberately)... and... an area where it's easy to offend people is when you get into anything that has anything to do with sex. A couple years ago, I had a printer refuse to print a book for me because, it contained two photos which were in no way sleazy... but... the photos did reveal the two models had a certain amount of sex appeal.

I was stunned at this man's refusal to print my book.

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On the other hand, I am also stunned with this nation's absolutely insane preoccupation with obscene sex. Walk into any big city magazine store. If that store carries 500 different magazines, 250 of them will feature pictures of naked women posing in such outrageous positions it would even shock a gynecologist.

Check into any top quality hotel and look at the "pay-for-view" menu on the TV. You'll be able to select from maybe a dozen recent hit movies... or... a few slutty R-rated videos. Care to guess what percentage of pay-per-view revenues come from the "adult" stuff? Believe it or not, I've been told it's...

94%!

What percentage of financially successful 900#'s are sexually oriented? Answer: Over 90%.

What percentage of financially successful computer BBS's are sexually oriented? Answer: Over 90%.

What percentage of total CD Rom sales comes from sexually oriented CD's? Answer: Over 90%.

How much better does the "swimsuit edition" of *Sports Illustrated* sell than the other 11-issues? Answer: The swimsuit edition sells more than...

All The Other 11-Issues Put Together!

Some time ago, there was a company that sold hundreds of "how to" information videos. You could learn how to speak Spanish, program a computer, play the piano, fix up your house or whatever. I can't remember the name of that company (it might still exist) but, I do remember one of those hundreds of videos was about girls in a bikini contest. And guess what video out of all those hundreds of videos was the top seller?

You already know the answer, don't you? And you know what else? None of the other videos even came close!

But there's something going on with all this I don't like very much. Look, I'm not a prude but, it seems to me much of this is degrading to women and men. It dehumanizes us. Also, a lot of it is boring.

And some of it is more than a little sick.

But that's just one end of the scale: The "sleazy" end. At the other end is what you might call the "high-class" sector of the modeling business. You know, only a handful of agencies dominate this area and, I'm not really sure some of the people who run these agencies are much better than the people who peddle porn. My

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suspicion is, many (but certainly not all) of the men who own or control "high-class" modeling agencies are in it because, to put it bluntly, they want to sleep with the models.

And the women who own or control these agencies? I think some of them (again, certainly not all) want to be able to "get back at" and punish all those young women who are guilty of nothing more than having been genetically blessed with extraordinary good looks.

Some agencies promote the so-called "waif" look. "Waif" is a euphemism for a young girl who is anorexic. My son Kevin is a world-class photographer and friendly with many top models. Recently, he introduced me to Nete (you'll be seeing her in *Charisma*) and she and I had a long talk. Nete told me about a friend of hers, a model, who died recently trying to meet the requirements (by starving) of a certain section (an irresponsible section) of the modeling industry.

Another thing I don't like about the fashion modeling industry is, the models are usually photographed so they look like emotionally frozen, ice cold, unapproachable vipers who would sneer at anybody who dared say hello to them.

Hey, what do I know?

Well, I do know this: I'm not interested in making profit from porn. I'm not even interested in publishing *Playboy*-type "girlie" pictures.

But, I'm not interested in publishing photos of women who look like beautiful icebergs either.

Doesn't anyone out there *cherish* women? Isn't there an audience for a publication that *celebrates* a woman's attractiveness? Are there some of you who would allow me to show you how to utilize women who are sexy in a healthy way to dramatically (and with good taste) increase your profits?

Without spending a lot of money?

I'll get back to that in a minute. But first, let me make you aware of something: I'm sure you know quite a bit about the City of Miami. It was already world-famous before the TV show "Miami Vice." After the show, Miami's popularity exploded. Miami is distinct from all other large American cities. It's sub-tropical, has a polyglot population where the first language is Spanish rather than English and, if you get a flat tire in the wrong place, the best thing to do is have an immediate out-of-body experience and teleport yourself to Wisconsin or somewhere.

But, Miami Beach is not Miami. It's a separate city separated from Mama Miami by a serious amount of water. To get there, you

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have to drive over one of three bridges or perhaps skydive from a helicopter or maybe start from Haiti or Cuba and raft in on a piece of driftwood or styrofoam. (Actually, most rafters land in the Keys; very few in Miami Beach.)

OK, whatever. Now, the south part of Miami Beach is called "South Beach" or "SoBe." SoBe is very different from the rest of Miami Beach. Actually, it's different from any place else in the world. In area, it's only about one square mile but, in that little-bitty geographic area...

There Are More Than 600 Buildings On The National Register Of Historic Places!

They are enchanting. They're mostly all "art deco" and were built in the 20's and 30's. To me, these are the neatest buildings I've ever seen. They're cheerful, mostly painted in pastel colors and they evoke a "Bogie and Bacall" kind of nostalgia which is as sweet as your yesterday Saturday afternoon matinees at the Bijou theatre.

The heart of South Beach is the Art Deco area. This runs south to north from 5th Street to 15th Street.

There, on Ocean Drive, you'll find charming restaurants, hotels, bistros, coffee shops and I suspect, America's last remaining bastion of a true café society. Across the street is a green, palm-shaded park and beyond that is one of the most magnificent beaches in the world which fronts, of course, the Atlantic Ocean.

Imagine this: You're strolling down Ocean Avenue in November. You've just spent your first of three days at Gary Halbert's *Charisma* seminar. You are supercharged by the new information you've received so far. You've learned how to use sex appeal to make a fortune in electronic marketing. (If you have the tapes of my last seminar, you'll have a critical "headstart.") You've learned some astonishing secrets never before revealed about direct mail. Dan Kennedy, after much arm twisting, has revealed a cheap inside way to do direct response TV he's never before shared with any audience. Two other speakers gave up their secret step-by-step methods of getting an unlimited amount of cheap, desirable direct response products. You've received a personal portfolio of some of the most effective direct response letters and ads ever created... with a story about each one telling why it worked. And... you're still dazed because, in a fit of crazed generosity, Guru Gary has let you come to this event without paying the $7,000 plus expenses it would normally cost you.

As you walk, you are cooled by a sultry ocean breeze. A girl in white shorts zooms by on roller blades. She is stunning. She flashes a quick smile because she recognizes you from the seminar. You hear gypsy music wafting to the sidewalk from the magic

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fingers of Alex Fox at the Paparazzi. Another young woman, this one walking with two friends, flashes you another smile. Now you're hearing classical music as you near my favorite Italian restaurant of all time (The Winter Haven). A few blocks south you see people listening to the most low-down (it's almost sexual) gutter blues guitar you've ever heard. Then it begins to dawn on you... you are truly in a special place; a magic place. People, not drunken people, (just people having a good time) are literally dancing in the streets.

Your wife makes you a deal. She promises not to drool over the great-looking male models on Ocean Drive if you will only bite your tongue that evening several hundred times as you look at the female stunners.

Then you remember, you've got to go to bed because, you've got two more days of hot seminar info to soak up. So, you go back to the Cardozo and marvel at the delightful and cheering decor of your room.

Let me tell you something. It would be worth your coming to this November seminar in SoBe...

Even If There Was
No Seminar!

This area energizes a person. It rekindles the idea that maybe you really can arrange your world just the way you want it. It is a place which has said "No" to the geeks on Geraldo and the non-stop vomiting of bad news we are flooded with on our TVs, radios and newspapers.

The photography industry has discovered SoBe. It's cheaper than New York; 2,000 miles closer to Europe than L.A.; and it has over 300 reliable days of sunshine each year. There are always model shoots going on. Huge motor vehicles housing make-up and wardrobe personnel can be seen on the side streets of Ocean Drive every few blocks.

Many stars of the music and film industry are moving to this area. Madonna, Don Johnson, Prince, Arnold Schwarzenegger, Julio Iglesias, James Carey, Sylvester Stallone, Cher, Bobby Brown, Whitney Houston, etc., etc., etc. This is the left bank of Paris of the 20's. The Hollywood of the 40's. The Greenwich Village of the 50's. In short... SoBe is the most enchanting, exciting, high-energy, friendly and sexiest place on earth.

C'mon down and let me show it to you.

You can come free. All you have to do is make a "mental commitment" to give my new newsletter *Charisma* a try. But don't worry about that. It'll be a while before the first issue goes to press and, it will be sold with a money-back guarantee and besides...

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It's Gonna Cost Less Than $100.00!

However, what you do need to worry about **NOW** is being able to get a hotel room. I'll send you complete details on this seminar soon (you will want to come) but, I beg you, if you are interested, make your hotel reservation *immediately*.

There's no risk for you to do this. If you change your mind, you can always call and cancel your reservation.

The reason I'm making such a big deal about this is, we had 372 people at my last seminar and hundreds more who wanted to come but got left out.

The very best hotel you can stay at for this seminar is the Cardozo on the Beach on Ocean Drive. This hotel is owned by Gloria and Emilio Estefan and it is utterly charming. So is the staff. They are as friendly as can be and, they'll bend over backwards to make you happy.

It's not very expensive either. Especially if you call right now and let them know you're coming to Gary Halbert's November seminar. The person you want to speak with is an absolutely gorgeous woman named Rosa (hands off, I've got plans for her!) and, you can reach her by calling **1-800-782-6500**.

Sincerely,

Gary C. Halbert

P.S. I must warn you, there is a small element of danger connected to this seminar. You see, whenever you walk on Ocean Drive, you have to be careful not to get "whiplash of the neck" from trying to look at all those hundreds of "killer" women who will be coming at you from all directions.

Personally, I've found the purchase of an inexpensive neck brace from a local drug store can be a big help.

Whatever. It's up to you. At least I've done my job by warning you.

NOTE: Unfortunately, the real truth is, Rosa from the Cardozo seems to be 100% immune to my incredible attractiveness and sex appeal.

P.S.#2 I guess you now want to know the dates of the seminar. Be sure to put it on your calender... November 4th, 5th and 6th!

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THE GARY HALBERT LETTER

Phone
(305) 534-7577

820 Ocean Blvd.
Suite 308
Miami Beach, FL 33139

Fax
(305) 535-0024

From:
South Miami Beach, FL
Wednesday, 12:35 p.m.
November 30, 1994

Dear Friend & Subscriber,

Look at the letterhead.

This is the new address of *The Gary Halbert Letter*. I've decided I need to have my offices here full time because this place holds so much magic for me and seems to infuse me with energy.

I still love Key West. It too is a magical place. I've spent a lot of time there over the years and I'll visit there again in the future. It's just the excitement and energy levels between the two areas is so different. Key West is laid back, quirky, historic and charming. It can capture your heart. Many permanent Key Westers are people who came down for a two-week vacation and then, couldn't seem to come up with any sane reason for going back to Cleveland, Detroit, Newark or wherever.

But South Beach, aahhhh South Beach! It's like a time capsule with the best of the 1920's through the 1950's. It's a place that can convince you anything is possible... that you are indeed as young as you feel no matter what the calendar says.

Most issues of this newsletter are heavily slanted toward a "how to" basis. But, in order to maximize the effectiveness of your "how to" info, it's very useful to understand the "why so" of the "how to."

Once upon a time, there was a very corporate organization which was actively trying to recruit top-notch computer programmers. They didn't have much success. They had too much competition. Many companies were fighting to hire the slender supply of available people with the necessary qualifications.

It was truly a seller's market.

The companies competed by offering higher salaries. Better medical plans. Longer paid vacations. Stock options. Bigger offices. Bigger offices with windows. (Real windows. You know... the old fashioned kind made of glass usually found on the side of a wall; not those new tiny ones you point to with an electronic, plastic rodent.)

Anyway, none of this stuff worked very well.

But then, the company I'm writing about did something very strange. They told the

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guys they were trying to recruit they wanted their company to have a different and more exciting corporate image from all the other companies... and so... they told their potential employees that, if they decided to work for them, they would be forced, during working hours to drive a company car.

This company car was a high-tech, high-speed, red convertible sports car.

Soon, most of the programmers were competing to work for this one company.

Why so? Don't be too quick to think you know the answer. The other companies were offering company cars also. Some of them, I bet, were even offering sports cars. So, what was this one company doing differently?

Don't worry. I'll let you in on the "why so" of this before I finish this letter.

But first, let me tell you another, seemingly unrelated story. Back in the heyday of the *Playboy* empire, there were highly-profitable Playboy Clubs in a number of U.S. metropolitan areas. The clubs offered booze, music and bunnies. The "bunnies" were usually, top-heavy, attractive young women who were attentive to the club members. These creatures were like rocket fuel for male fantasies. Oh Lord, what must it be like to have one of these fantastic females as your wife or girlfriend? To sleep with her? To make love to her? To have her dressed to kill and hanging on your arm whenever you went out on the town or to a friend's or business associate's cocktail party?

But, those dirty rats in the management of the Playboy Clubs went and spoiled everything. Those slimeballs came up with a rule that any female employee who even dated a customer would be fired on the spot. And, when word of this filtered down to the club members, they stayed away in droves. After all, what's the use of being around all those exciting women if a guy didn't even have a chance? You can understand why the customers felt that way, can't you?

WRONG!

That "no-dating" rule increased the club membership and club profits.

Why so? Hey, back off. I'll get to it, darn it. But, unfortunately for you, you're going to have to slog through more of my stories.

Hang with me Bubba, there is a payoff here. OK, when I was a little kid, I used to fantasize about having sex with a girl who went to my school who we'll refer to as Alice Kempe. At the time, I didn't know exactly what "having sex" was but, I knew for sure, deep down in my glands, I wanted to do something with Alice which involved the both of us being naked and in bed together.

I felt terribly guilty about these thoughts. These thoughts were so "dirty" they made me so ashamed I would actually cry. *(True)*

But then, my mind conjured up a scenario which made everything OK. Alice had a deadly illness. There was no treatment or vaccine that could save her. Then, somehow (I was a little vague on this part) the doctors discovered Alice's life could be saved by her "having sex" with Gary Halbert. Her parents had a pow-wow with my parents. After that, all four parents approached me very solemnly. They were very sorry to have to ask me to do such a thing... but... they had no choice. Alice's life was at stake and this was the only thing that could save her. Every other option had been explored.

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I was so sad. Heartbroken. But, I was also brave. I would do what had to be done. And so, reluctantly and with a heavy heart, Gary Halbert solemnly got together with Alice and saved her life. And, when I did it, I was...

Guilt Free!

None of this ever really happened, of course. Only in my mind. But, from a psychological point of view, you've just read the core of a very important marketing fundamental.

Consider this: There is a huge market in this country and, all around the world, for exciting and sexy images of attractive women. Many people used to go to porno movie theaters. But more did not. It was too embarrassing, too uncomfortable. Then came video cassettes and the porno theaters, except for a few rare exceptions, went down the tubes. Why suffer the embarrassment of buying a ticket at a porno movie theater and take the chance of having to commingle with dirty, filthy perverts... when... you could do all this in the privacy of your own home so no one would know that you also, are a dirty, filthy pervert.

NOTE: When I use the word "you" in this context, I mean it generically. It should go without saying that when I write "you" I don't mean you. We're talking Sleazebag City here, a place where the subscribers of *The Gary Halbert Letter* and, its author, would never even think about visiting.

(Unless, of course, one of us had to... in order to save Alice Kempe's life.)

But adult video cassettes are still emotionally troublesome for many people. Maybe we can watch them in privacy but, we can't go to a video store and buy or rent one without someone (usually an ice-eyed, middle-aged female who used to be the warden of a woman's prison) knowing what we're up to.

And, even if we get past that burden, we've still got to take the video home and play it on a TV which, unfortunately, our children have monopolized. And those boxes the videos come in? With all those lurid pictures on them? Geez, how would you like one of your kids to find one in your dresser drawer?

In fact, many men have wives who want nothing to do with this stuff. And those wives sure as heck don't want to see such material lying around the house. "What's the matter, George? Aren't I enough for you? Maybe you should go out and get yourself one of those brain-dead bimbos."

And so on.

Much of the market for adult videos, adult magazines, even swimsuit posters of the *Sports Illustrated* genre is males aged 28 and under. But, believe it or not, "older" guys want to see this stuff too. But, for them, it's just... well... it's... it's...

Difficult!

The embarrassment of buying or renting the video cassette. The wrath of the wife if she is not like-minded. The "core shame" you would experience if any of your kids ever "caught" you.

Enter the CD-ROM.

CD-ROMs containing "adult" material solve all the problems I've enumerated thus

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far in this letter. Computer users are predominately male. Actually, when used in this context "users" seems to be the wrong word. Many women use computers. But mostly, they use computers as they should be used. For word processing, typesetting, accessing data bases, research, sending E-mail, transmitting documents more efficiently than by FAX, etc.

Many men, those with a modicum of sanity, use computers like this also. However, the computer geeks, the fanatics, the computer addicts (it's the only word for them) are mostly male. These are people who don't have much of a real life. They are emotionally stunted but very intelligent Walter Mitty types who fantasize about punching out bullies and "scoring" with women.

These people are so "into" pornography it's frightening. They surf the I-way looking for the most sickening material (usually available free) they can find.

And, there is a lot for them to find. More, in fact, than you would ever believe.

But these people are a very small minority of PC users... and... below them in fantasism... but above... the strictly utilitarian computer users... are tens of millions of men who are fascinated but not addicted to Cyberspace. These are also men with healthy but not demented libidos.

These guys, in a healthy way, love to look at images of attractive exciting women. But many of them are married, many do have curious (I almost wrote "nosy") children, and they themselves have just a little emotional trouble about buying a *Playboy* or a *Penthouse* magazine.

But, they'd like to have a peek once in a while. They sure would. You see, they're not scumbags but, they are human... and... adult CD-ROMs advertised in computer magazines offer these fine gentlemen many benefits:

#1 If you buy an adult CD-ROM from an ad, you don't have to suffer the same embarrassment or, at least the awkwardness you might experience when making such a purchase in a convenience and/or video store. To order, all you have to do is pick up the phone and order by credit card.

Not only that, if the advertiser is smart, his ad will tell you that you must order by the catalog number of the CD-ROM because the order takers don't know the content of any individual disc.

In short, nobody knows what you're doing.

#2 When the CD-ROM arrives at your home, nobody but you will be able to recognize it for what it is. You see, the smart cookies in this business produce their CDs with what's known as "wife proof" labels. The title might be some gibberish like "Advanced Programming Mode For DOS Third Generation Circuitry."

Hey, I just made that up. That was pretty good, wasn't it?

#3 Unlike a magazine, these CDs can be manufactured in such a way as to enable you to leave them lying around the house without anyone else being able to "open them up."

Yeah, I know, many kids today are far more computer literate than their parents. But, if necessary, adult CDs can be encoded so neither the kiddies nor your sweetie can play the doggone thing. If you doubt this, get yourself

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one of the discs from FOA (for adults only) GOLD. These discs contain images that, to me, are sickening. But, I guarantee you, no one is going to ever view one of these discs by accident. Even if you do know the "code", you've just about got to be a full-on computer geek to make these discs play.

I don't know if it's true but, the buzz is, 90% of the buyers of these discs have never seen the images because they can't make the discs play.

Trust me, it's just as well.

And, isn't it amazing that, even though most people can't seem to unlock the disc there's still no refund problem?

Look, there's a lot of desires people don't give in to simply because it's too emotionally difficult for them. Remember the first example I gave you? The one about the little red sports car the computer programmers were "forced" to drive? See, those guys, in their heart-of-hearts, would love to drive such a car. But just think: How would their wives react if they went out and bought one? "Why do you need a car like that?!" they'd holler. "It's not practical. What do you need it for? Are you trying to be single again? You trying to impress young bimbos? What's the deal here anyway?"

And so on.

But, as it turns out, our hero can say to his wife, "But honey. This isn't my idea. It's company policy. I have to drive that stupid little car if I take the job. They won't hire me if I don't... and... don't forget, they're the ones willing to pay the biggest salary and the most benefits."

Geez, the things a guy's gotta do.

And remember those Playboy Clubs? The ones where the bunnies were forbidden to date the customers? Do you know what that did for the members?

It Made Them Feel Safe!

This way, they could flirt to their heart's content without being threatened. It also gave the girls a gracious way to say "no." "Gee, I'd love to see your widget factory, Mr. Nerdman. I've always been fascinated by those plastic pocket protectors you manufacture. But, if I see you outside the Club, I'll get fired. But boy, I wish I could see you. We'd have some hot time, wouldn't we? Oh well, life is life. Can I get you gentlemen another drink?"

As she walks away with the drink order, Mr. Nerdman turns to his companion (nudge, nudge... wink, wink) and says, "She really wants me. You can see it in her eyes, can't you? But, the management just won't let these babes date. Too bad for her, eh?"

And so, Mr. Nerdman, his macho and his dignity left intact, is free to enjoy the rest of his evening.

And remember how I wanted to "have sex" (whatever that was) with Alice Kempe but I was so ashamed I couldn't even think about it? Until, of course, I conjured up a scenario where I was forced to "do it"(?) with her in order to save her life.

Let me ask you something: What's the most intimate thing you can do with another person? Make love? Have sex? Share a toothbrush? Raise a child together?

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Nope. Not even close.

The most intimate thing one human being can do with another human being is to...

Have a Real Conversation!

Women can't tell men what they really want. And vice-versa. Men can't be really honest with other men either. Women are much better at this with other women than men are with other men.

Ah, so what? What's any of this got to do with making a buck?

A lot. Know this: Purchasing decisions for the most part, are emotional decisions. What I've just explained to you is not just about CD-ROMs. It applies to selling anything. Let's say, for example, you're a waitress in a restaurant. An overweight lady comes in with her friends and eats an enormous meal. Now, it's time for desert. She really wants that chocolate cake with vanilla ice cream but she's experiencing guilt about what she's already eaten. "I really shouldn't," she says... while looking at you with pleading eyes.

What are those eyes pleading for? Simple...

She Wants You To Make
It "OK" For Her To Have
That Cake!

And, being the super-skilled waitress/marketing expert you are, you end her misery. "Look," you say, "there's an article I read in *USA Today* where they say doctors have found that people need to eat desert... because... it helps them lose weight. Especially when you're in a restaurant. They say it'll help you stick to your diet the other six days a week. So, have that cake, the doctors say it's important that you do."

What you get for this is a happy porker who leaves a fatter tip.

A side point but still relevant: I just spent Thanksgiving with the cutest kid I've ever seen. He looks exactly like me (without the beard, of course) and he melts my heart. More importantly, I'm soon going to be able to buy all the toys I want to play with and...

I Can Pretend They
Are For Him!

Grandfatherhood is much neater than fatherhood. I get smiles and hugs and Jeff and Jenna get to change the diapers.

Does all this apply to business-type products? You bet it does. Almost every so-called "practical" purchasing decision is based on unstated motivations. It's your job to ferret out these important considerations. It's tricky. It takes a lot of patience and skill.

Here's one technique: We'll start by talking about a question every man reading this knows the answer to. Let's say your main squeeze seems to be upset. You ask her, "What's wrong, honey?" What does she always reply? What do all women always reply. C'mon, guys, all together now... the answer is...

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"Nothing!"

Is that your cue to go back to watching brain-dead physical giants on the boob tube trying to cripple each other?

No way. What you'll say next, of course, is "Are you sure? You look kind of sad. C'mon honey, tell me what's wrong."

"Nothing!"

"Look baby, your eyes look like you've been crying. Is it something I said? C'mon honey, please tell me." Once again she tells you it's...

"Nothing!"

This can go on for hours. But, here's a way to break the cycle and find out what's wrong. You jump up and you say, "I know what it is! You've been complaining I don't ever let you know how much I appreciate you, that I never even buy you flowers anymore."

And then, no matter what she says, you get up and run out of the house, go get some flowers, hurry back and give them to her and apologize for being such a jerk. You tell her you'll get her flowers every week now (you should, anyway) and she'll never have to feel this way again. Then, she'll say...

> "Oh honey, you didn't have to get me flowers. It's not that. I know you love me. It's just that..."

And Finally She'll Tell You!

THE RULE: Make a big show (in print, in person or however) about fixing something and then, sometimes, your sweetie or your customers will tell you what's really on their minds.

Here's another suggestion: There's a woman named Laura Charles in Cleveland, Ohio that many companies use as a "secret weapon." She's the best and fastest market researcher I've ever met. She doesn't charge much (it's an hourly fee based on the individual job) but, she can get on the phone and, in jiffy quick time get you answers like I've never seen anybody else able to do. If you want to know more about your customers (you can double or triple your profits with this kind of info) just give her the names of a few dozen of them and she'll dig out stuff that'll amaze you. Same thing if you want to know about your competitors. She'll make low-down, dirty "pretext" calls to them and find out their secrets like a French pig sniffing out truffles for a gourmet chef. Truly, she'll get you the answers!

Need this kind of service? Call her at **(216) 229-1014**... and... if you do, tell her I sent you and she owes me.

Hey, have you seen the latest issue of *Hot Stuff!* You know that "where to find new products to sell" newsletter I sold to Larry Williams. Call him and get it. This guy's a genius! **(800) 800-8333**.

Here's something personal: As I said at the beginning of this issue, my office is now located in Miami Beach, Florida. I don't do business out of Key West anymore. I've moved. In Key West, I was working with some darned good people. But, you know what? The company was getting too complex for me. I felt like I was losing touch with my subscribers. I wasn't built to have a lot of employees. I'm not a corporate

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guy. At heart, I've always been a "kitchen table commando" and, now at last...

That's What I Am
Once Again!

It's just me and my trusty assistant Theresa (she stayed! she stayed!) and a couple other nice ladies who help out on a part-time basis. I want it to be like it used to be. Me and my subscribers communicating directly, person-to-person with nobody in the middle.

So look, I've got a little proposal for you. Do you think there's anything I could help you with? Do you have any marketing or personal questions I might be able to answer for you? If so, please do this: Send me a letter and ask me whatever you want to ask me... or... simply tell me what's on your mind. Please though (if possible) have your letter typed (my eyesight sucks) and keep it down to two pages. If you do this, I promise I'll mail you a reply within 72-hours.

I'd invite you to telephone instead of write... but... it's better for me to do it this way until I get more phone lines and get settled in a little better.

There's no charge for this; I just want to hear directly from some of my subscribers.

Let's get together again.

Sincerely,

Gary C. Halbert

P.S. My little staff had a big surprise for me when I walked into the office today. They had Santa stockings and the neatest Christmas tree all decorated as pretty as you please. I'm wondering? Would you like to help me with my "office warming" party? You could just be sending us a Christmas card to my new (see letterhead) Ocean Drive address.

And you know what else? I'll soon be celebrating...

The 100th Anniversary
Of This Newsletter!

Can you believe it? They all said I'd be a flash in the pan but, I showed them, didn't I? This newsletter is read in 50 countries now and I'm feeling good!

Let's have a party. What do you think? My 100th issue will be published in February, 1995 and, I'd love to hand it to you instead of mail it to you. We could get together right here in South Beach with TV cameras and reporters trying to figure out why in the world all of us are so happy and surrounded by all those pretty women.

Besides, it'll save me .32¢ postage.

Peace.

PHONE
(305) 534-7577

THE GARY HALBERT LETTER
820 OCEAN DR., SUITE 308
MIAMI BEACH, FL 33139

FAX
(305) 535-0024

From:
Miami Beach, Florida
Saturday, 11:59 a.m.
December 31, 1994

Dear Friend & Subscriber,

As you can see, I have attached a crisp new $1.00 bill to the top of this issue of my newsletter.

Why have I done this? Actually, there are two reasons:

1. As you know, I've been preaching for years that using a dollar bill as an "eyecatcher" is a great way to get someone's undivided attention, and...

2. It's especially important <u>this</u> letter catch your attention immediately.

Here's why: I have on my desk a sealed envelope with your name on it. It is very important you know what is in that sealed envelope <u>before</u> I send it to you and you open it. This envelope contains approximately 250 photographs of the most beautiful girls in the world... and these photographs are <u>very</u> revealing. There are many shots where the models are in bikinis, "thong" swimsuits, some topless, and some that are tastefully done but totally nude. But, I don't want to offend any of my subscribers whose moral, political or religious values would be violated by looking at these photographs.

I am very serious about this.

However, here's why you <u>may</u> want to see these photographs: As you know, from my previous newsletters, the hottest-selling product in the country right now is CD-ROM discs. Also, as you may or may not know, the "hottest-of-the-hot" when it comes to CD-ROM discs, are those containing large numbers of revealing photographs of young, sexy women. The market simply cannot get enough of this product.

The problem is, there is more demand than the producers of

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these CD-ROM discs can supply. The main reason for this is very interesting: These CD-ROM disc producers simply do not know how to get enough top-quality models, and they do not know how to get the models to pose in the ways required for these CDs to sell.

So... what these producers wind up with are very inferior photographs of very unattractive women posing in such a way as to appear "sleazy".

But, in spite of the low quality of these CDs, they are still selling faster than they can be duplicated... because... this market is so hot, it would require real effort not to make a profit!

However, if someone could solve the problem of getting really attractive models to pose, and getting the photographs put on CD-ROM discs on a cost-effective (but high-quality) basis, that person would have the potential of earning almost uncountable amounts of money.

Well, believe it or not, it is me, Guru Gary himself, who has solved these problems. Let me tell you how I did it:

If someone wants to become an actor or actress, they will, sooner or later, make their way to Hollywood, California... because... that is where the "action" is if you want to act. If someone wants to become a stockbroker, they must make their way to the "hot spot" of the financial world, which is Wall Street in New York City. Country musicians go to Nashville, surfers to Hawaii, et cetera.

Now, in the same way, if a young woman wants to become a model, and believes she has the looks, she will gravitate to South Miami Beach. This area (called "SoBe") is the center of the modeling industry, and there are fresh crowds of gorgeous young women flocking here every single day. They come on planes, trains, buses, beat-up cars, they hitchhike, they even sneak in illegally from other countries. This place is a magnet for beauty.

What happens when a young woman gets here is often a very rude awakening. She finds out the modeling agencies (there are about a dozen well-known firms) will not even talk with her until she has put together her "book". A book is simply a collection of photographs showing how the model looks in various states of dress and undress.

Without a book, she can't even get an agent to talk

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with her. However, getting a book together is very expensive. The model herself must bear all of the costs involved. This means shelling out for a wardrobe, a make-up artist, studio time and a professional photographer (plus film developing and printing). These costs easily run up to $5,000. I personally know many women who have been attempting to break into the modeling industry for three, four or five years... and... who still do not have their "book" put together... because... they simply cannot afford to do it.

This situation, as unfair as it is, has presented an opportunity for me to create a "win-win" solution for all concerned.

Let me explain: My new offices are located in the 800 block of Ocean Drive, which is smack in the center of the South Beach modeling industry. I have formed two new companies -- one is called "Charisma" and the other is "South Beach Supermodels". Both of these companies are the talk of the industry. Everyone in town now knows I represent the hottest action at the beach. I can't walk down the street freely anymore, because so many people want to talk with me, want to get "in" on what we're doing.

The reason for this is, we are treating the people in this industry -- especially the models -- better than anyone else. If a girl is attractive, we make a very simple deal with her: We will arrange a professional photo shoot for her, using a top pro photographer, a top make-up artist, state-of-the-art lighting, everything... and we will pay for all of it. This astonishes most models. Not only will we not charge her to create her book, but we will foot the entire bill... and we will even **pay her** a small sum of money for her time. (Often, this is the first money she will have ever received for working as a model.)

We have not yet met an aspiring model who was not interested in this arrangement.

What we get in return are the rights to reproduce the photographs electronically on CD-ROM discs. Everybody wins. The model wins because she gets her book, she gets paid, she gets treated well... and... she comes away with a professional portfolio to help her career, without having to shell out thousands of dollars from her own pocket. She also wins when the CD gets produced, since we sell these CDs all over the world; that means her face and body and name is exposed to thousands and thousands of people, among whom are many of the potential employers these girls desperately want

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to reach (including publishers, Hollywood casting directors and advertisers).

Once these models discover my associates and I are real -- and not bogus or trying to scam them in any way -- they are almost faint with relief. We always go out of our way to make the models comfortable; a female staff member is present at most shoots, there is plenty of privacy, and everything is conducted under the strictest professionalism you can imagine. Not surprisingly, once everyone relaxes, our photo shoots actually become more fun (so the models tell me) than any other project they've been associated with.

We, of course, profit from the sale of the CD-ROM discs.

Now, it just so happens I am in the right place, at the right time. This is working so well, I honestly believe the companies I am associated with will soon (less than 6 months from now) be the largest producers and/or distributors of this type of CD-ROM discs in the world. We are already producing CDs at breakneck speed. Current titles include "Girls of the South Beach Gym, Volumes 1 & 2", "Miss Topless Key West Contest", "Miss Florida Keys Bikini Contest", "Fantasy Girls in French Maid Outfits", "Classic Pin-Up Models", "Fantasy-Rom I: Top Miami Models in Revealing Lingerie", "Amateur Topless Review, Volume 1", "Miss Nude Dream Queen Contest", and many others.

We've been producing CD-ROM titles at the rate of approximately one per week, and, as we gear up I expect that number to at least double. Getting the photos and producing the CDs is not the problem. The small team I have assembled has been working 14 hours a day for the last 4 months learning everything there is to know about the CD-ROM industry. We now know, for example, where to get the models, how to photograph them in the most attractive ways, how to produce the photos so they "scan" at top resolution, where to get all the processing done fast and without high cost, where to get our CDs "burned" and where to get them mastered and duplicated in the fastest and most cost-effective way humanly possible.

Even more importantly, we know how to advertise and market these CDs better than anyone else. The truth is, this is where I've had the biggest edge all along -- I think I'm rather good at advertising. (In truth, I think I'm great!) And, advertising this type of product is as easy for me as it gets.

There is only one problem: I am receiving constant "buy-

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out" offers that are very attractive. (Don't the Japanese have any limit to the amount of money they have with which to buy up American companies?) But, I am resisting taking these offers because, as large as they are, the profits (and fun!) from following through with these projects myself are simply too vast for me to pass up. However, I do not have enough money in my personal "war chest" to exploit this opportunity to anywhere near its potential. Therefore, I am looking for investors. I would prefer these investors come from my subscriber base -- good people who are interested in backing me on the most sure-fire and exciting business adventure of my life.

I feel so strongly about this new venture that, if you are willing to invest any sizable amount of money, I personally will guarantee the repayment of your investment and, I'm willing to put that in writing. So, in this case, you not only have a chance to make huge profits, you will also enjoy the luxury of my personal guarantee. I have never in my professional life felt more sure of success than I do now... and... I do not feel I am risking very much with such a personal guarantee.

The team I have assembled includes, I believe, the best people in the world at their jobs. First, there is a superb "rolodex management team" (ask me what that means) that is almost without peer. Second, there is John Carlton, who is one of the few geniuses at copywriting... and... when he and I work together, we "sync" in a way that absolutely produces marketing magic. We've done it many, many times already. Third, we have Dr. Ross Stewart, who not only helps us stay sane during the mad rushes, but who also provides uncanny insight to both working with models (giving them a "safe" zone they almost never enjoy in other jobs), and in finding the "hot buttons" of this insatiable market.

We also have a national network of professional photographers who are second to none, and who are highly skilled in getting exactly what we want from our shoots. Lastly, of course, I have a virtually endless supply of beautiful young women eager to help in this important project.

We are moving so fast on this, the only limitation we have is the money to "blitz" the media in the way this project deserves. If you would like to be involved in this exciting project, please call my new telephone number which is **(305) 534-7577**... and... if you are serious... we will immediately Fed Ex you the sealed envelope with the photographs... and...

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a free copy of one of the CDs we've already produced... plus... all the details (in writing) about the exciting profits you can make by helping us.

However, you should know this "window of opportunity" will not last very long. This reminds me of the years when infomercials were new, and you could do no wrong...or when the 900 telephone numbers first came out and anything you advertised sold like hotcakes. In fact, the CD-ROM market is exploding so fast, it has already surpassed the entire Hollywood movie industry in sales volume... and... there is absolutely no end in sight! This is like being able to buy up up shares of IBM stock in the first week of issuance. It's like knowing in advance about the invention of the Polaroid camera, or Thomas Edison's light bulb, or the silicone chips that created the personal computer revolution.

It's That Hot!

In short, I honestly believe this is the chance of a lifetime. There has never been a time in my life when I have been so proud or so excited about a project.

And, I invite you to join me.

So, if you are interested in the sealed envelope with the photographs of the most beautiful girls in the world... and a copy of one of our CDs... plus... the details of the terms and the profit potential you stand to make from your investment (it's enormous), then you need to call my new office here in Miami Beach for the package we've assembled which explains everything. But please don't wait -- we intend to be the first to capitalize on the even bigger CD-ROM disc market which has been created by the untold millions of people who received CD-ROM drives as gifts over the Christmas holidays. (This will engorge the market to over 50 million eager potential customers!)

Listen: If my advice or ideas have ever been of any value to you in the past, and you correctly sense the incredible potential of this current project, then I beseech you to jump on this opportunity today!

I hope you find this project as exciting as I do and I sincerely hope I haven't offended you, and I would be delighted to have a chance to work with you. So, if you have

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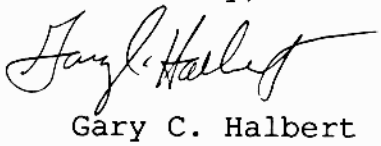
any interest in all this, just call **(305) 534-7577** and tell my trusty assistant Theresa you have received Gary's CD investment letter (only a fraction of my subscribers are getting this info) and you want the package he has put together to be sent to you immediately.

Sincerely,



Gary C. Halbert

P.S. By the way, if you do decide to get involved in this project with me, you will receive a continuing education on how to produce these CDs for yourself -- everything from finding models in your own area, to getting the CDs manufactured quickly and cost-effectively. Why am I doing this? Certainly not to create competition. On the contrary, when you're up and producing CDs of <u>any</u> nature, I want the opportunity to be your distributor.

What's more, as an investor, you will have an open invitation to come down for any and all of the special events we have planned, including the shoots, contests and various other events we have scheduled. (Among others, we're putting together a "killer" bikini contest for a major corporation [MET-Rx] which will be judged by the top stars of the Dallas Cowboys' football team.)

Isn't this a fun way to make money?

This town is the most exciting place I've ever been, and -- more importantly -- the potential for all of us to become wealthy beyond belief has never been more real. So, please call good ol' Theresa if you have any <u>serious</u> interest in this project.

Thank you.

NOTE: The last page of this issue is a little holiday gift from me to you. I hope you cut it out and <u>frame</u> it... because... it symbolizes what people like you and I can achieve... if...

We Decide To
Fly Together!

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The Sense Of A Goose

In the fall when you see geese heading south for the winter flying along in "V" formation, you might be interested in knowing what science has discovered about why they fly that way. It has been learned that as each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in a "V" formation, the whole flock adds at least 71% greater flying range than if each bird flew on its own.

(People who are part of a team and share a common direction can get where they are going quicker and easier, because they are traveling on the thrust of one another.)

Whenever a goose falls out of formation, it suddenly feels the drag and resistance of trying to go it alone, and quickly gets back into formation to take advantage of the lifting power of the bird immediately in front.

(If we have as much sense as a goose, we will stay in formation with those who are headed the same way we are going.)

When the lead goose gets tired, he rotates back in the wing and another goose flies point.

(It pays to share leadership and take turns doing hard jobs.)

The geese honk from behind to encourage those up front to keep up their speed.

(Words of support and inspiration help energize those on the front line, helping them to keep pace in spite of the day-to-day pressures and fatigue.)

Finally, when a goose gets sick, or is wounded by gun shot and falls out, two geese fall out of formation and follow the injured one down to help and protect him. They stay with him until he is either able to fly or until he is dead, and then they launch out with another formation to catch up with their group.

(If we have the sense of a goose, we will stand by each other like that.)

The next time you see a formation of geese, remember...
It Is A Reward, A Challenge And A Privilege
To Be A Contributing Member Of A Team.

THE GARY HALBERT LETTER

Phone
(305) 534-7577

820 Ocean Drive
Suite 308
Miami Beach, FL 33139

Fax
(305) 535-0024

From:
South Miami Beach, FL
Monday, 2:49 p.m.
February 27, 1995

Dear Friend & Subscriber,

This is the 99th issue of this newsletter and decency demands I begin this issue with an apology to each and every one of you.

My mother has died. And unfortunately, her death came right in the middle of several other severe family difficulties... including... my father having a stroke upon learning of my mother's death. The way it happened, he had just come home from spending several hours with my mother at the hospital. She seemed to have stabilized so he was going to try to get some rest. Before bed though, he decided to phone the hospital and check on his sweetie. He was holding the phone to his ear when they told him she had died. He is a strong man but he collapsed when he heard that news. The phone slipped out of his hand, he had his stroke and then he just slowly puddled down onto the floor.

I didn't handle it too well either.

I don't mean to be singing the blues here. After all, just about everyone has to endure the loss of their parents and other loved ones. My other family problems aren't unique either. I guess it's just this time everything seemed to "gang-up" on me to where I started feeling a little overwhelmed and I neglected my newsletter and other business obligations.

I'm sorry for that and, as best I can, I'll start trying to make up for that right now. What I hope to do in this issue is reveal to you how I have started to solve the most difficult marketing problem I've ever had.

Namely: I've got writer's block.

I've never had it like this before. Sure, I'd get stuck sometimes for a couple hours or maybe even a couple days. But I've been stuck now (quite literally almost mentally frozen) ever since the last time I saw my mother alive and... I knew... it would be the last time. That was around Thanksgiving, and until today, until just minutes ago, I thought maybe it was going to last forever.

That might not sound like a big deal to you but, for me, not being able to write has been devastating. I honestly believed that could never happen to me. I would scoff when other people told me they had this problem. I remember reading about how it affected Hemingway. When John Kennedy was elected, Ernest Hemingway was asked to write a few remarks which could be

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used during the President's inauguration. They didn't want much from Ernie, just a few lines, maybe just one paragraph.

But he couldn't do it.

Can you imagine that: Ernest Hemingway not being able to write even one paragraph? But he could not. He sat at his writing desk for days and told his wife Mary over and over, "It just won't come. It just won't come."

A few days later he put both barrels of a shotgun to his forehead, used his big toe to pull the trigger and blew his brains out.

No, I'm not that bad. Gary Halbert isn't as big as Ernest Hemingway in either talent nor tragedy. However, I think I now have at least a glimmer of how he felt. For the most part, writing my newsletter these last nine years has been easy. I love doing it. But, since approximately Thanksgiving, I've made maybe 20 attempts to write my next issue and...

It Just Wouldn't Come!

But I've beat it now. And I think you need to know how I've done it. My pen is racing across these pages and it is such a relief it feels like nothing short of being reborn. Lately, I've been feeling like I've had my soul torn right out of me and each new day was an unwelcome visitor.

Now I feel God has come down from heaven, kissed me on the forehead and has given me back my heart.

And... once more... I can write!

Think about it: If you can't write... or... someone in your organization can't write... or... if you are not at least somehow connected to someone who can write... well then... it's impossible for you to ever have a marketing success. At the core, all marketing consists of a message and a "delivery system" for that message. Many people are far too concerned with the delivery system and not nearly concerned enough with the message. Television is a delivery system. So is radio. Newspapers. Magazines. Sales letters. The telephone. Recorded messages. Skywriting.

Etc.

Of course, the latest delivery system is the world-wide, ever-growing network of people with personal computers. With this particular delivery system, you can deliver millions of messages with almost virtually no cost. But, that does not insure profits... because... if your message sucks, no matter how you deliver it...

All You Will Be Doing Is
Trying To Multiply
Zeros!

All good messages are a result of flow.

Writing is simply capturing the flow of your thoughts on paper. The equation is simple: No flow, no writing! Oh yes, you can get words down on paper when you are not flowing. Even whole sentences and paragraphs. Even an entire book.

But, it won't be any good.

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It won't move anybody, motivate anybody, inspire anybody, make anybody buy anything; it won't even anger anybody. All it will do is bore people.

But not for long... because... people will not be bored in print... or by any other medium by which you choose to deliver your message. And yes, my friend, that's even true if you are delivering your message by computer.

A zero is a zero is a zero.

Multiply it by 50,000 zillion and it's still zero.

Take a real smart businessman. Someone worth millions. A guy who knows how (on a person-to-person basis) to sell his product or service like there's no tomorrow. Put a pen and a writing tablet in his hands and tell him to write a sales letter, a newspaper ad, a TV commercial... or whatever... about that product or service he's been selling so successfully in person for so many years... and...

He'll freeze.

It won't come. It just won't come.

Writing, when you don't know the secret, is the hardest job in the world. However, when you do know the secret (and, until just now, I had forgotten it) writing can become just about the most profitable... and... the most healing... skill you can ever learn. I now believe there is more than one type of writer's block. The kind our businessman has can be cured quite easily.

First, all that's wrong with our businessman is, trying to write a sales message is new to him. I understand only 1% of the American public has read a book in the last 12-months. If that's true, how tiny the percentage must be of people who write books.

Or write anything.

I bet the vast majority of people, after they get out of school, don't write even 1,000 words over all the rest of the course of their lives. So... it's not a natural thing for our businessman to do. He doesn't even know how to begin. Nobody has ever taught him.

In truth, almost nobody knows.

But, as I said, he's got an easy problem to fix. I've discussed how to do this in an earlier edition of this newsleter. But, I'm going to amplify and put a "different twist" on how to do it in this issue. Here's what he should do: First, he's already great at talking about his product or service. Put a phone in his hand or a prospect in a room with him and, he'll be dazzling. So, what he needs to do to get started is, he needs to start recording what he says to prospects. He can go to any Radio Shack type store and, for not much money, they'll fix him up with all the equipment he needs to tape his telephone and his personal presentations. He should start doing this and keep doing it for at least a week or so. The goal is, to keep doing it until he forgets he's doing it. That's when he'll stop being conscious of the tape recorder, when he'll stop being awkward. And then, one fine day, he will have captured himself on tape...

When He Is At
Concert Pitch!

We're half-way home.

Next, we take that tape recording to a typist and have her type out a transcript of what's on

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it. Then, when our businessman gets the transcript, he needs to make several Xerox copies of it. Then, he needs to take a pair of scissors and cut out all the paragraphs. A paragraph, by the way, is one or more sentences grouped together that express a complete thought.

OK, some of these paragraphs will just be conversational chit-chat. Who won last night's football game, why the new Caddy is better than the new Lexus, did you see the swimsuit edition of *Sports Illustrated* and so forth. You take all those paragraphs, paperclip them together and you put them into a cigar box.

Another group of those paragraphs will describe the features of whatever it is our businessman is selling. Features are like what kind of metal it's made from, or how many gigabytes the thing has, or how much it weighs, or what wave length it operates on, or how many stitches to the inch is in that type of cloth... and... other stuff like that. Features are statements of fact.

OK, we paperclip this group of paragraphs together and we put them into cigar box "B".

Another group of paragraphs, by far the most important group, will describe the benefits of what our businessman is selling. A benefit is what you get out of having whatever it is. More accurately, it's the good things you get out of having something. A benefit is something like: This suit will make you look 20 pounds lighter, this shampoo will make your hair thicker, this computer will make you a good writer (a total lie), this massage will melt away your tension, this puppy will make you feel good, these glasses will make you see better, this car will make young girls go crazy over you (another lie), this pill will make you less tense, this new video phone will let you see your children when you are away from home, this religion will give you peace of mind... etc.

Stuff like that.

OK, once again we'll stick our paw into our trusty little box of paperclips, lift one out and clip this group of paragraphs together. We put this group into cigar box "C".

There's still more paragraphs left. The rest of them, hopefully, will be "paragraphs of *proof*." The first group was chit-chat, the second was features, the third was benefits but, you know what this group is? I'll tell you...

It's Evidence!

Think of our businessman as a guy talking to a jury. He's told them what he wants them to believe and now he's telling them why they should believe him... because... Joe Blow down the street bought one of these things and you can ask him, he'll tell you how good it is. Because this thing has been tested in six different laboratories and it has been proven to be the best hair-growing formula known to man. Because here are 673 letters from people raving about this service. Because you've got a notarized statement from a CPA testifying you really did gross this amount of money with this widget franchise. Because you've got these before and after pictures right here showing how much weight 12 different people lost by slurping down three of these milkshakes every day.

Stuff like that. Proof.

These paragraphs get paperclipped together too and they get put in cigar box "D".

Man, that's a lot of paperclipping, ain't it?

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OK, what our businessman needs to do next is find himself a good sales letter or ad written about something similar or at least related to what he is trying to sell. He should then copy this ad or letter in his own handwriting.

Over and over. Maybe a dozen times or more.

What is he doing? Is there any real purpose to this? You bet! What he is doing is giving himself a neural imprinting of what it feels like on a cellular level to write a piece of good writing. It's like having a pro help you groove a golf swing. It's like learning how to drive a car. Or learning how to dance. What you need to do to really learn a new skill is...

You Need To Mimic A Pro!

Gosh, we're sure making our businessman work hard here, aren't we?

At this point, he should take a few days off from all this writing stuff and go do something else. Maybe just cool his jets or something.

Vacation's over. Back to the cigar boxes. We take out our benefit paragraphs. We rewrite them so they are clearer. Have more punch. We arrange them in rank order of their persuasiveness with the best benefit at the top of the pile. The second best just under the first best one and so on.

We do the same with our paragraphs on features.

And then our paragraphs on proof.

Now we scotch tape each paragraph to a 3x5 index card. We number each card. Our number one card is the one with our number one top benefit. Our #2 card is our second best benefit. When we run out of benefit paragraphs, we then continue our numbering on our product features pile of cards. Then our proof pile.

We just let the chit-chat pile stay in the ol' cigar box.

Whatever. So now we've got a pile of 30, 60, 70 or whatever number of index cards. They're numbered from one to whatever. If we are right-handed, we put these in a stack to the left of us. We now put a pen in our right hand, pull out a writing tablet and we write "Dear Friend... Here's what wonderful benefit you can now have in your life. And here's a second wonderful benefit you can have and a third, a fourth and so on."

We run out of benefit cards and we come to our stack of feature cards. Then we write "and here's the #1 reason why you're going to get these benefits. And the #2 reason and the #3 reason and so on."

We run out of 3x5 "feature" cards and we're down to our "proof" cards. We start writing "and here's the #1 reason you can believe this is true. And here's the #2 reason you can believe it. And #3 and so on."

We keep going until we're out of cards.

Then we tell our reader how to order. We're very explicit about this. "Just pick up the phone and dial..." or... "Write your name and address on a piece of paper and send it with your check in

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the amount of $00.00 made out to..." or... "Just come down to our showroom which is located at 155 Elm Street right across from the main gate to Universal Studios..." or whatever.

Then we write a good compelling reason why our reader should order right now... because... the price is gonna go up... or... we've only got 17 left... or... for the next 10-days you get a free bonus with every purchase.

And so on.

Then we go back to our index card #1 and we rewrite it at the end of our message as a "P.S."... we remind our readers of the number one benefit they are going to get by ordering this dealybop.

We now let our written message "cool" for a few days and then we go back and rewrite it.

And again.

And again.

And again.

We keep rewriting it until we can read it aloud with no stumbles, no awkward hesitations. We craft it until it's as smooth as silk, as easy to read as a love letter (it is a love letter), as "bump-free" as a sliding board that's been greased up with lard.

Well, that's how you cure an easy case of writer's block. What I've just given you is not a 100% comprehensive guide to writing copy... but... it is enough to "unfreeze" our businessman (you maybe?) so he can at least get out of the starter's gate.

But, it won't work on the kind of writer's block I've been having. This is far too weak medicine for that. I think the kind of block I've been experiencing could, in it's most extreme manifestation, lead a person to contemplate what you might call the "Hemingway Solution."

Because, I now know what I've been experiencing is not just "writer's block" but rather...

An Almost Complete Bankruptcy
Of Spirit

You can be broke, you can be sick, you can have dozens of problems... but... you can overcome anything if you can keep your spirit.

And I'm going to tell you now (whether you like it or not) a little about a human being who, in spite of everything life threw at her, never (not for a moment) lost her spirit.

In many ways she was a legend. She was known far and wide as "Mama Jo" and dearly loved by all who knew her. I read somewhere a man who has always been secure in his mother's love has a big advantage in life. Thank God I've always had that advantage.

Her death was not unexpected. She had been fighting her disease for a long time. But, I don't know, maybe I was less prepared for it than I thought I was.

Thanks to the "miracles of modern medicine" my mother "lived" a year longer than she may

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have otherwise... and... her medical treatment only cost a quarter of a million dollars. I guess I should be grateful for that but I'm not. She didn't want the treatment she got. When she had her operation a year ago, I was told by someone how contrary she was. She told the hospital staff she didn't want any of this. She said she wanted a beer and a cigarette. She started flirting with the doctors and, when they wouldn't give her what she wanted, she started ripping the IVs out of her arms.

I'm secretly proud of her for that.

She was not educated or sophisticated in any way. But she was pure 100% steel. She was always a good time too. One of my favorite memories of her is when she visited me in Santa Monica, California and she and I and a girlfriend went to a bar with a pool table. When it came time for me and my mother to play, I won the break and started shooting like Minnesota Fats. (I used to earn my living hustling pool.) When I finally missed, Lauren was angry with me and pulled me aside.

"There was no need for that," she said, "that's your mother. Surely, you could put your competitive macho bullshit aside long enough to play a game of pool with her, couldn't you?!"

"You don't understand," I said, "I just lost."

And then, to Lauren's astonishment, my Mom picked up her pool cue and ran the table.

Mama Jo was one tough bird. For a few years, she and my father owned a bar in Winter Haven, Florida. Motorcycle guys (tough guys) started coming in and it started turning into a "biker bar." No problem. None of those bikers ever gave her a problem. Neither did anyone else; those bikers loved her. And even though that bar closed years ago, some of those bikers still showed up at her funeral. They stood there in a quiet, respectful silence looking like tattooed hard-core rebels who had come to pay homage to a person worthy of their respect.

The only business advice Mama Jo ever gave me was to keep my promises and "You go out there and let them know you're my son!"

You know, I think every cloud does have some sort of silver lining. I say that because, just before she died, my mother communicated something very personal to me which has made me more focused in every area of my life... including business. Her very simple message was there is nothing worth selling your soul for.

The last time I saw Mama Jo I was in a business relationship which was making me heartsick. I was working with someone whose ethical and moral outlook was very different from mine. I'm not saying that person was wrong and I was right. It doesn't matter. All I know is it felt horrible to me. But... I stayed with it anyway for financial reasons and because, most of my life, I have been guilty of worshiping at the "God of Convenience." It would (and it did) cost a very dear financial price to end that relationship. But I've found I'm more comfortable being broke than I am being compromised.

My money's gone now. But that's happened before and money is easy to replace. At least compared to losing your soul.

It was hard for me, that last time I saw my mother alive. Two things in my life were very wrong. My mother was dying and I was in a business relationship which was making me loathe myself. So, I sat down and started writing a letter. Maybe I'm wrong but I thought some of you might like to read part of what I wrote that day:

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"It's been an interesting patch of time for me, these last few weeks. I'm writing this on Sunday about 4:00 p.m. from my mother's trailer home here in Lake Wales.

"My mother is sitting across the room from me and she is beautiful with her reddish-pink blouse and snow white hair. She's eating an ice cream bar which is unusual for her. I can tell she's made a real effort to look pretty for me and to be as alert as possible. She has a surgical, bib-like device around her neck that covers up her breathing tube. About half-an-hour ago, she was having some difficulty and started a kind of panic breathing which alarmed me and I called out for Lawson. (Note: Lawson started out as my step-father but, over the years, he has become my real father.) He swabbed out the hole in her neck and sprayed some kind of aerosol decongestant into it. He's got a machine here for when she gets really bad. He has to take her to the hospital and/or doctor quite often and, I thank God for this man.

"As I sit here she just started convulsing again. I guess I'm writing this letter now because it's something I've got to get finished and, in truth, it distracts me a little from what my eyes are seeing. But that's only one end of the story. My 14-month old grandson is here also with Jenna, my daughter-in-law. We've been getting photos and videotapes of all of us together. The other night I bought Jenna a ticket to the Stones' concert so I could stay home alone with Torin. At first, he cried for his mother. But later, as he fell asleep in my arms as I rocked him, I realized the true meaning of the word 'magic.'

"I've been thinking, this past week, about my life, where I've been and where I want to go. It's not a big life but it's got some gemlike qualities to it. I live in a silly postage-stamp sized apartment but, that little place is precious to me. So is my grandson, my new girlfriend in Cleveland, my children, my friends, my work, my South Beach office and my life.

"But I feel all that's now in danger of losing it's joy..."

The rest of that letter is not for public consumption. All it did was end a business relationship. But, until now, it was the last comprehensible thing I was able to write. That letter was written at the end of November. A month... the first part of which... left me glowing... because... of all the fun and good marketing stuff I was able to share with those of you who came to my South Beach CD-ROM seminar. Around that time, as I'm sure many of you remember, one of the things I did was invite all my subscribers (not just my Lifers) to write and ask me about any personal or marketing questions they might have. I vowed to respond to each and every letter. Not only that, I promised to respond in writing in 72-hours or less.

I kept that promise too. At least for a while. And I loved doing it. There I was with a mountain of mail from subscribers (some of whom I hadn't heard from in years) reading about all these marketing problems and coming up with brilliant (really) solutions. Theresa and I were

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working away like happy little puppies. I'd read the letters, figure out the best answers I could and dictate a response. Then Theresa and her blazing fingers would turn my dictated responses into return letters with machine gun-like speed.

Then, in the middle of all this, I found out three members of my immediate family who live in California really needed my help. So, I stopped with the letters, hopped on a jet and skyed-out to L.A. I stayed there for a few days and did what I could. Then I flew back to Florida. However, even before my return flight touched down at Miami International, I had already learned my family was going to need me to come to Los Angeles again.

Almost immediately.

So, there I am making two round-trip flights from Florida to California in less than a week... and meanwhile... back at the ranch... all those unanswered letters from my subscribers are lurking in my office and beginning to give out evil vibrations.

Plus, that evil pile of correspondence was mutating and starting to grow larger. More fresh letters were coming in and, quite understandably, people who had been promised (and did not receive) a fast reply were writing second and sometimes third letters... which... were not nearly as friendly as their first ones.

But, by golly, I finally got those personal family problems in California under control and, once again, for the third time, I attacked that mountain of mail. I read every letter carefully. I dictated replies into my little Olympus microcassette recorder. I made great progress. I decided to stay away from the office and worked at home so I wouldn't be distracted. That evening, I'm happy with my day's work and I go out to dinner with friends. We decide to eat at the 11th Street Diner which folks around here refer to as the "Silver Bullet." After we order but, before we're served, I get a funny feeling. Something tells me I should go out to the pay phone and make a call. So, that's what I did. I excused myself and went and made the call.

And found out my mother had died.

You know, at that time, it didn't hit me. It just seemed like another problem I had to deal with. Keep my family calm. Give them support. Make arrangements to fly my sons from California to Florida so they can attend their grandmother's funeral. Here's Gary, the master problem solver, clicking into gear. Soon my boys are here. On the first flight they could get. They've only had time to throw some clothes into a suitcase and they're tired. They've had very little sleep. It is wonderful to see them. The funeral is scheduled to happen right away so we rent a car and drive north to Lake Wales.

Something is starting to catch up with me. It seems I'm in a car calmly and efficiently going to my mother's funeral. Which is happening right away. Wait a minute! Does this mean this is the last time I'll ever see my mother?

Why yes, that seems to be exactly what it means. Silly thoughts now begin to race through my head. Let's me and the boys not show up for a couple of days. That way she'll still be around. I mean, they can't bury her until I get there, can they? I mean it's not final until she's buried, isn't that so?

But, of course, it was already final and they did bury her.

I'm not going to describe the details of her funeral. It wasn't much fun. Actually, I guess I never expected it to be any kind of "fun" but, I confess, I didn't expect it to be quite so hard as it was. For one thing, my biological father died in 1978 and he and I were never close. However,

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some years back, my mother met a wonderful man named Lawson and he has become closer to me than what you might call my "real" father. He is an extremely decent and loving human being and he always treated my mother like she was made of spun gold.

Well, when I got to my mother's funeral, that's when I learned my father Lawson, has had a stroke.

He managed to make it to the funeral but he couldn't stay very long.

It's now part of a week later. I'm back in Miami Beach and trying to psyche myself up to get in the mood to do some work. I've got a little woman from Brazil who is very dear and very sweet and who works with me part time. I asked Elizabeth to run out and get me some fruit and vegetables and, for the fourth time in as many weeks, I sat down and attacked my workload. I hardly got started when the phone rang. It was Elizabeth and she was sobbing. In broken English she told me what was wrong. She was in the Miami Beach police station. Three men had tried to kidnap her. One, a huge black man, came out from the passenger's side of a car and grabbed her wrist and was pulling her into the car.

He was far too strong for her and she couldn't stop him.

Fortunately, there was a nearby onlooker who started screaming bloody murder and so, cursing, the would-be abductors let her go and got the hell out of there.

But they didn't leave completely empty-handed: They got Elizabeth's peace of mind (actually the whole office's) and my cellular phone. Needless to say, it shattered her emotionally.

Anyway, I had a strange reaction to Elizabeth's call. What I did was (after I hung up, of course), I sat down and started laughing. It wasn't crazy, hysterical laughter either. It was just plain, good-feeling laughter.

There I was facing a colossal pile of unanswered correspondence from what are now very angry subscribers, my father has had a stroke, my mother has died, a member of my family has been attacked by a vicious dog in Los Angeles, another family member has been involved in a house fire, I've recently found out someone I've been doing business with has an almost sociopathic lack of morals and has cost me untold amounts of emotional and financial grief, I've got three major clients who wonder if I've disappeared off the face of the earth... and...

... I'm sitting there...

... with this evil mountain of mail which has gestated and mutated to where it's pulsing with horrid, hostile emanations which are trying to enter my body and soul so it can destroy me physically, psychologically and spiritually. It wants every one of my cells... but...

... I won't let that happen...

... oh no... I will use the wondrous machete of my mind to decimate this evil clump of paper and ink. It's just I'm a little hungry, my blood sugar is a little low, and when Liz gets back with my fruit and vegetables I'll be OK... but wait... she won't be right back... she's with the cops... and... and...

... ah nuts!

Look, this is about the 20th time I've tried to sit down and write this issue of my newsletter. I

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have something like 45 pages of notes about a number of electrifying marketing ideas I've learned recently which I wanted to write about here. But every time I sit down to write, I get stuck. I end up staring at a blank page.

But, not anymore. I've finally figured out what it is I have to do to get going (and get flowing) again. It's not that mysterious now that I've figured it out. What I've got to do is, I've got to write about what's really on my mind. Writing is cathartic to me. It's one of the things which cleans me out when I'm all clogged up mentally. But, I've found if I try to ignore and not put down on paper what's really living inside me... well, then... I get jammed up and can't think clearly.

As I said in the first paragraph, this is the 99th issue of this newsletter. I've got a box here on my desk with all my back issues. As I look them over, it's like a diary of my life since the Fall of 1986. Some of those newsletters, more than a few, were very, very good. They have actually become famous and have been mentioned many times in magazines and newspapers and on TV and radio. Last year, for example, my ideas were reported in over a dozen different books and publications including *Nation's Business* and the *Enquirer*. (How's that for being at both ends of the media spectrum?)

So, is all this just a bunch of personal babble or is there some point to it? Anything for you here?

I think so. Come closer. Listen to me. I don't have writer's block anymore. I've learned how to get rid of it, even the bad kind, even the "Hemingway Strain." You see, what causes this Hemingway Strain of writer's block is...

Frozen Emotions!

I'm going to take a lot of heat for this letter. Some of my anal retentive readers are going to criticize me for letting it all hang out like this. "We want hard-core facts, not emotional drivel!" they'll scream.

Those who miss the point.

The point is, I had to write this. I am so upset at the medical profession, I've been so ashamed of my weakness, so lacking in spirit and responsibility lately, I haven't been feeling like "Mama Jo's Son."

So here's what I've got to say to all of you critics. This newsletter goes out to 50 countries and I have received more than 2,000 (honestly) letters from people who say some of my issues (especially the personal ones which other people would be ashamed to write)... well... these people say that sometimes... my letters have turned their lives around.

Maybe there's nothing in this issue for you but if you ever have a mild case of writer's block, you can cure it by what I wrote in the first part of this letter. And, I've just showed you how to overcome even the "Hemingway Strain" which is...

Take A Chance And Write What's Really In Your Heart!

I was sobbing when I started this letter. Feeling big-time sorry for myself. But I'm lighter

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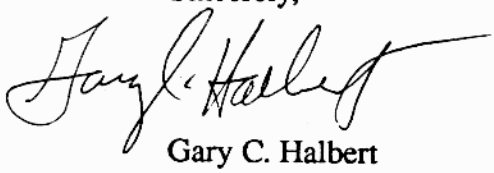
now. Some of my load has been lifted. I'll take your criticism. It's worth it to me if there is even a single one of my readers who gets a little something from this issue.

Besides that, my next issue is going to be a **KILLER!** I've already got 45 pages of notes on it and I'm going to dazzle you with some hard-core, can't-fail wealth building secrets that are going to stun the world of direct marketing.

That issue is going to be written by Mama Jo's Son.

Sincerely,



Gary C. Halbert

P.S. There are a few specific groups of my readers I want to give some brief answers to before I end this letter. To all of you who sent me questions and to whom I promised you a 72-hour response: I'm working night and day and every 24-hour period (except Sundays) I'm answering some of those letters.

To my CD people: All the photo and video work is finished and you'll soon see the advertising created for your CD and you'll soon be able to hold in your hand and play on your PC your very own gold master disc.

To my "Miami Blitzer" people: There's a personal letter to you enclosed from my son, Kevin.

To some of my former fans who attended my Hurricane Relief Seminar: There's a personal letter enclosed here for you too.

To a few others I'm obligated to: There's a personal letter to you also.

To anyone else who is interested: Because I need the money (sometimes the truth sucks) I've decided to hold a continuing series of what I call...

The World's Smallest
Seminars

Only seven attendees per seminar. Only one teacher. Me. If you'd like to be one of the seven attendees in the first seminar, please call my new office number (305) 534-7577 and be sure to say you're a "Code 2" call.

Thanks for hanging with me. Next month's issue is gonna make it all worthwhile. It's going to be my 100th issue and, like I said, that one is being written by Mama Jo's Son. Don't you miss it!

Peace.

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THE GARY HALBERT LETTER

Phone
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From:
South Miami Beach, FL
Friday, 5:30 p.m.
March 31, 1995

Dear Friend & Subscriber,

Have you ever noticed how much of today's music sounds like it's being performed by someone who seems to be laboring over a particularly difficult bowel movement?

Welcome to the 100th issue of *The Gary Halbert Letter*.

We'll explore more fully the exciting and romantic subject of "bowel movement music" a bit later. In the meantime, you're going to have to settle for some truly breakthrough marketing information. There is no guesswork or speculation about what you are about to read. It has already been tested and proven and, for a lucky few...

It's Out There Making
Money For Them
This Very Minute!

Now it's your turn. Come closer. Pay attention. What you are about to learn will (unless you are brain dead and/or lazy beyond belief) change your life.

To help me explain all this in the clearest way possible, I've decided to use a "teaching aid." It's 3-1/2 inches square, made of plastic and I've attached it to the first page of this letter. This is what certain "insiders" call a floppy disc. These so-called insiders don't talk too good. They don't name stuff too good either. For example, one thing about a floppy disc is, it really doesn't flop around much. Certainly not when it's encased in a snazzy, plastic protective envelope like the one I've sent you. The second thing you might notice is... it doesn't weigh very much either.

To me, that's very important!

Why? Simply because that means I can use a floppy as what I call a "grabber." My definition of a grabber is something you can attach to the first page of a sales letter which will grab your reader's attention and then, help him decide to grab for his wallet.

Floppies are great grabbers!

Here are some more facts about floppy discs. They were invented about six months ago... and... being a guy who keeps up to date on technology... I learned all about them right away. Actually, they're kind of useful. What you do is, you stick them into a personal computer and then, you can "impregnate" them with information.

And get this: Believe it or not, you can get a floppy that's already been impregnated by someone else. Then, when you stick it into your computer, it will reveal to you whatever info has already been smucked onto it. The

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amount of information you can smuck onto a floppy disc... or... a CD-ROM... or... the hard drive of a computer is measured in something called "bytes." Don't ask me why. Maybe because each "byte" is a little bite of information. But, if that's the case, why don't they just call it a "bite"? Maybe it's like calling a bottle of fragrance "parfum" instead of perfume... because it... gives it more class?

Who knows? In fact, who cares? I don't; I was just making small talk there.

Anyhow, a byte is eight units of information. Actually, the only kind of info a computer processes is zeros and ones (0's and 1's). Now, that byte can be any combination of eight zeros and ones... which means... a byte can be configured 40,320 different ways.

Betya didn't know that, didya?

OK, a "kilobyte" is 1,000 different bytes. In "geek-speak" a kilobyte is called a "K."

A "megabyte" is one million different bytes which is usually referred to as a "meg."

A "gigabyte" or "gig" is one billion bytes. You know, 40,320 ones and zeros or combinations thereof... multiplied by... one billion? Wheesh! That's one hell of a lot of ones and zeros, ain't it?

Wow, ones and zeros? It reminds me of some of the women I used to date.

Focus Halbert... focus.

OK, one byte is what's needed to impregnate a hard drive, a CD or a floppy with one single letter of the alphabet. Like an "A" or a "B" or any of the rest of them.

Now, it seems to me, I read somewhere, the "average" English word contains five letters. Naturally, you got your little bitty words like "I" or "a" or "do" or "is" or "or." But, yagotjer big words too. Like "disestablishmentarinism." Remember that one? How they told you in school it was the biggest word in the English language?

In any case, a floppy disc will hold an average of 1.4 megabytes. And, since one byte equals one letter of the alphabet... and... since the average English word contains five letters... that all means... if we divide five (5) into 1,400,000... we'll have an idea of how many words we can cram onto a floppy disc. Well, if my math is right, that all boils down to smucking about 280,000 words onto one floppy.

Hey, maybe these floppies could be useful in some way? You think?

Let us mush on. Each page of this newsletter contains an average of 450 words. Therefore, since it takes one byte to make one letter of the alphabet... and... since the average word is comprised of five letters... that means the average word takes up five bytes. Which means 450 words takes up 2,250 bytes.

So, since a floppy will hold 1,400,000 bytes, it will also hold about 622 of these typewritten pages. And, since most of my newsletters are eight pages long, that means one single floppy disc could hold about 78 issues of my newsletter.

Now, that doesn't allow for spaces, capital (big) letters, punctuation, headlines, subheads and stuff like that. I don't know exactly how much all that stuff alters the equation. Let's pretend it reduces it by 1/3. It's probably not that much but, even if it is, that still means every single newsletter I've ever written could easily be stored...

On Just Two Of
These Little Floppy Discs!

I'm smiling to myself here. Why? Simply because all my computer literate readers think all this is old hat and

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ol' Halbert is just catching up with basic technology that's been around for years.

Oh yeah? Well, you better keep reading Bubba... because... ol' Halbert is gonna explain this technology in a way it's never been explained before... and then...

I'm Gonna Show You
How To Use It
In A Way... About Which... Your
Poor, Simple Minds
Have Never Even Dreamed!

Still with me? Good. Now, let's move on to CD-ROMs. A CD is good for exactly the same thing a floppy is good for. You can't do anything with a CD you can't do with a floppy disc.

Except you can do more of it.

A lot more.

You see, a CD holds 650 megabytes which means (since a floppy holds 1.4 megabytes) one CD will hold as much as 464 floppies. Or, about 23,200 issues of this newsletter.

But wait; we didn't allow for capital letters, spaces and all that stuff. Whoa! Hold on here. When we factor that stuff in, it knocks it down to where maybe I could only fit perhaps 15,000 issues on one CD. Lemme see now... if I want to fill up one CD all the way with my newsletters... and... since this is my 100th issue... I've only got 14,900 more to go. And, at the rate of one issue per month...

It's Going To Take
Me 1,241 Years!

Nuts to that.

OK... now... there's one other way to store bytes of info electronically. Namely: On the "hard drive" of a computer. I bet you don't even know what the hard drive of a computer really is. Do you?

I didn't. But, as it turns out, the hard drive is just a bunch of soft floppies all smucked together. I haven't actually seen one but, from what I hear, the surface of the hard drive of a PC measures the same as a floppy disc (3-1/2 inches by 3-1/2 inches). But, it's much thicker. A floppy, when you take it out of its envelope is real thin. Sorta like a sheet of paper. Therefore (I would assume) the thickness of your PC's hard drive depends on how many floppies have been smucked together to make it.

According to my son Kevin, some hard drives will hold up to one trillion bytes of info. If that's true, I think we should pass a law mandating the downsizing of computers.

I warn you: If we don't...

This Computer Stuff
Is Gonna Get Out Of Hand!

But, the hard drives of most computers won't hold a trillion bytes of info. Radio Shack, for example, says only their very best computers (NOTE: In geek-speak, "best" means most difficult to use) will hold a trillion bytes. The average computer has a hard drive with only 300 to 500 megabytes of storage.

I may not be dead-on accurate here but, I'm still getting across the general idea, aren't I? So, stop your petty nit-picking and get back to reading this letter.

Forward. Here's an interesting little tidbit: Your computer, if you know how to make it do it, can transfer the

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info on its hard drive onto floppy discs. That means, since Theresa, at this very moment is typing this newsletter on her little stone-age computer... everything I'm writing here is being impregnated onto the hard drive of her PC. And, if she wanted to, she could transfer (without erasing it from her hard drive) all of this issue onto a floppy disc. Then, instead of this old cardboard box I've got here on my desk with all my back issues, I could have each newsletter on its very own floppy disc... and... keep them here in a much smaller box. What it would look like, actually, is a box holding 100 medium format photographic slides.

By the same token, you can transfer information on a floppy disc onto the hard drive of a computer. In other words, hard drives and floppy discs are willing to share their goodies with each other.

But CDs are different.

You can't take the info on the hard drive of a computer and transfer it directly to a CD-ROM. To do this job, you've got to have a "middleman." This middleman, a CD-Writer (technically known as a "Hard Drive Sucker Outer") will suck the info from your hard drive right off of it and transfer it onto a CD made of gold. (Really.)

You can, however, transfer what's on a CD onto the hard drive of your computer. Also, you can play a CD on your computer by using a device called, for some reason, a CD-Player.

This is tiresome, isn't it?

Hmn? Maybe I can make it a bit more interesting. Check this out: A CD, a hard drive and a floppy disc will hold more than mere words. For example, CDs will also hold sound. I know that's hard to believe. But, it's true. If you don't believe me, just go to any big music store and you'll see. In the section where they used to sell vinyl record albums, they now sell smaller aluminum albums. Those are CDs. Just like the ones you use in a computer. All that's different is, they've been impregnated with nothing else but sound.

I've already told you, in a very general way, how many (288,608) typed pages of words you can put on a CD. You also need to know (trust me) how much sound you can put on a CD. The answer is: One CD will hold about three to four hours of music and eight to nine hours of the spoken word.

You can also put photographs on a CD. About 1,200 of them.

You can also put motion pictures (movies or videos) on a CD. Actually, you can put about one hour's worth of a movie (including sound) onto one CD-ROM. It'll come out looking awful but, you can do it.

Pay attention. What you are reading could be very important to your financial future.

Let's examine all this more closely. I realize none of my readers have ever watched an adult CD-ROM. For that matter, I'm sure none of you have watched an adult video or movie either. In fact, I'm relatively certain none of my readers have ever watched an adult anything. I realize all of you are far too wholesome for any of that stuff. Therefore, I implore all of you, please do not think ill of me just because...

I Was Recently Forced
To Watch An Adult
CD-ROM!

There was no honorable way I could get out of it. A sicko friend of mine gave me one for Xmas and then kept checking to see if I'd watched it. (Hey, the word "Xmas" really works when you give someone a gift containing X-rated filth, doesn't it?)

So anyway, this CD-ROM is really the cat's meow. It's X-rated, "interactive" and multi-media. I'll explain what interactive means in a moment. But first, let's talk about what "multi-media" means as far as geek-speak is concerned. "Multi" means more than one. Ergo, a multi-media CD has impregnated on it more than one kind of info. For example, if it contains pictures and spoken words, it's multi-media. It could be any combination of a

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number of things: Video, photographs, motion pictures, music, spoken words, text (written words)... or... even animation. Like cartoons. Cartoons (animated drawings) are very big out there in CD-Land. To understand why, I am forced, as disgusting as it is, to talk about that adult CD my "sick" friend gave me for Xmas.

The way you watch one of these things is, first: You getageek to make it play for you. The geek will stick the CD into a CD-Player which will create garbage on the monitor of your computer. This won't bother him. Geeks like for stuff to be hard to make it work. "How long will it take to make this thing play?" you ask. "Oh just a minute or two," he'll answer.

This, by the way, is always a lie.

But eventually (usually within 2 or 3 hours) the geek will get the CD playing for you. Now comes the fun part: The interactive part. A tiny face of a talking woman appears on the top right hand quadrant of your screen. She explains how you are going to get to control the action here. You put your hand on your mouse and you gently slither it around on the table in front of you. This causes a little arrow to move around on the screen. There's a room on the screen. A cartoon room. It's got a couple of different hallways leading from it in different directions. By using your mouse, you can "walk" down either of those hallways. Maybe you'll come across another hallway that intersects the hallway you're already in. Which way should you turn, right or left? You choose to turn left... and now... you are walking down another hallway and your blood is pumping and your adrenaline is flowing because, by God...

You Are In Control!

Hot damn! This is getting you kind of horny, isn't it?

It gets better. It just keeps getting better. At the end of your chosen hallway are two doors. Which one do you want to open? You, being in total control, choose the one on the right. You squirm your mouse around until your cursor (the little arrow on the screen) is right on the door knob of the door you have picked. Then, with a feeling of sheer power you've never experienced before, (because you've never had a life) with your hand firmly on your mouse, you depress one of your fingers and you... only you...

Start The Action!

What happens next is so exciting I have to get myself under control before I can write it. So, I'm gonna take a break. How about we take a moment to cool off here so I can tell you something I recently learned from a model.

OK? OK.

She told me a woman has four different types of orgasms. The first is the religious type of orgasm where you hear her say, "Oh God! Oh God!" The second is the positive kind of orgasm where she says, "Oh Yes! Oh Yes!" Thirdly, there is the negative orgasm where the woman says, "Oh No! Oh No!" Lastly, there is the fake orgasm where the woman says...

"Oh Gary! Oh Gary!"

Back to that door knob our cursor is pointing to. Back to where we push the button on our mouse. When we do, lo and behold... the door opens...

...into an X-rated video.

But wait. It's hard for me to see. The image is only six inches square. "Make it bigger," I tell the geek.

"I can't," he says. "That's the size video plays on a computer screen. Actually, you can make it play bigger

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but, you lose so much resolution you can hardly see the image. Plus the action on the video slows down almost to a standstill."

Come to think of it, I notice the movement, even in the tiny video image, is very herky-jerky. All the people in the video move like they're trying to imitate Charlie Chaplin. This is not erotic. It's stupid.

But there's profit for you here. No, not in selling anything that's "adult." There's profit here... if... you understand the significance of all this... no matter what you are selling.

To market successfully to any group of people, you need to understand the "mindset" of that group. To help you with this, let's pretend you are a member of a group with a very unusual mindset. The name of your group is "People Who Love Puzzles." Here's how people like you (the fictional you) like to lead their lives: You and your honey bunny decide you want to curl up all cozy and nice at your apartment, eat popcorn and watch "Casablanca"... which is, of course... almost everybody's favorite movie. You go to your local video store, rent Casablanca, take it home and pop it into your VCR. Then, to your delight...

You And Your Lover
Discover It Won't Play!

Oh boy! What good luck! You start pushing buttons on your VCR. You tinker with every control on your TV. You stare at whatever image you do get on the screen and you begin fondling the remote control which has 7,819 buttons on it. Finally, after 90-minutes of brain-busting struggle, you get Casablanca to play... but... you and your honey soon lose interest in watching it. You see, as certified members of "People Who Love Puzzles," the real fun for you two was in figuring out how to make the video play... not, of course... actually watching the video.

It's the weekend. You decide to take a Sunday drive to the mountains. Fortunately for you, however, your car won't start. Oh goodie! Happy, happy hoopskirts! Another puzzle to be solved.

Yahoo!

You get out your trusty tool kit, read your owner's manual and you begin to tinker. Six hours later, you get that sucker to start... but... you don't take the drive. Why bother? You've already had your fun figuring out how to start the car.

Recently, that old Timex watch your father gave you got lost. Actually, I'm willing to bet you unconsciously made sure it got lost. Why? Because it sucked. All it had was a white face, black numerals... and... all it did was tell the time.

What a bummer. You're truly better off without that piece of junk.

After much research, you order a new watch from an airline magazine. This one's a beauty. Made of space-age plastic with tiny black numbers set against an equally black dial. (That's an interesting turn of words, isn't it? "Equally black"?) Man this baby ain't nothing like that stone-age Timex you lost. This hot little item has a built-in calculator. It tells you the phases of the moon too. And when high tide and low tide is gonna be today. And what time it is in Afghanistan. Plus (I am not making this up) it will even tell you what altitude you are at. Oh wait! I almost forgot: It also tells you how fast your heart is beating and your blood pressure too. If you happen to be a scuba diver, it'll tell you how deep you are. Which way is north. How fast you are swimming. How fast you are walking. But, best of all...

It's Real Hard To
Make It Work!

Heaven. Pure unadulterated heaven.

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Happily, you sit alone in your study for six days but, you "break the code." You get it to where you can make this sucker tell you everything.

Then, of course, you put it away in a drawer and forget about it. Another triumph for a member in good standing of the "People Who Love Puzzles."

Your favorite type of puzzle, of course, is how to make your PC work. How to actually use all that software you've been buying. How to make your collection of CD-ROMs actually play. During the last five years, you've bought 200 CD-ROMs and, happily for you, most presented a big challenge when it came to making them work.

For years CD manufacturers have been blissfully making CD-ROMs which are hard (sometimes borderline impossible) to make play. Very few complaints. Very few refunds. You see, until recently, almost 100% of the CD market was made up of "People Who Love Puzzles."

Then it changed. Then real people began to sense CD-ROMs could be a very valuable business tool. A great way to "archive" text, photographs and other info. Some of these real people went out and bought "Woodstock: The CD." And naturally, when they took it home, it wouldn't play. But, they were not members of "People Who Love Puzzles" and...

90% Of Them Sent
Back That CD And
Demanded A Refund!

Those ungrateful slimes.

You know who those slime remind me of? All those creeps who bought "The Lion King" on CD from Disney... who also... returned that CD... just because it wouldn't play. *Those* unreasonable people, by the way, demanded and got back from Disney 117 million dollars.

Hang with me, Buckwheat. There's a big payoff for you here. I promise.

But, before we can get to how to use all this to make serious fungolas, we've got to understand a bit more about personal computers, how they work and so forth.

When I left off, I had filled you in on what CDs, floppy discs and hard drives are good for. Namely: They are good for storing information. Think of these three storage devices as libraries. A floppy disc is like the library in Barberton, Ohio. (Small.) A CD is like the main library in New York City. (Large.) A really big hard drive is like the Library of Congress (humongous) which has a zillion books, movies, audio tapes, video tapes, animated cartoons and God only knows what all else.

But all that stuff in these libraries doesn't do anything. It just sits there. Bored as can be. Thinking no thoughts, humming no tunes.

If you want something from the Library of Congress, you've got to use some kind of brain to get it. Maybe your own? Maybe a librarian's? Maybe your secretary's?

Same thing with a computer. If your PC so desires (because of your caresses) to access... or... rearrange... or... in any way manipulate... any of the info on its hard drive or on a CD or floppy disc, it's gotta have a brain to do it.

And it does. The brain cells of a computer are contained in silicon chips which are long, flat and narrow and kind of look like sticks of plastic chewing gum. These chips reside in the "mother board" (central processing

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unit [CPU]) of your PC. These chips are smart. They determine the "IQ" of your computer. How much info they can access or manipulate at any given moment is measured...

...in "bytes."

That's handy, isn't it? (Somebody must of slipped up here.)

Back in the old days, the first PCs could handle 640 kilobytes of info. Nowadays, a Wal-Mart bottom-end computer can handle two to four megabytes. Computers with eight megabytes of "processing memory" are standard today. Guys like Bill Myers and other androids use computers with sixteen (16) or more megabytes of processing memory.

Megabytes are how you measure both (1) how much storage capacity a PC has and (2) how much processing memory ("brain power") it has.

C'mon. Keep reading. We're getting close to something here. We're almost home.

But not quite. We've learned how to measure how smart a PC is. But now, we need to talk about how fast it can think. They're two different things.

How much processing memory a PC has is measured in mega*bytes*; how fast it can process information is measured in mega*hertzes* (MHZs). The original IBM would operate at a speed of eight (8) MHZ. What that means is, it could make...

8,000 Transactions Per Second!

Zowie! That's sure fast, huh?

Not no mo, it ain't. You can now get a PC which will process 90,000 transactions per second. What that means is, today's small PCs can "think" 11-times faster than those old "room size" IBMs.

Most (99.999%) of the time, people don't need a PC which can think ultra fast. Basically, you only need a super fast computer if you are doing research for NASA or something equivalent... or... if you want to do something weird and stupid. Let's say you want to watch a CD of Casablanca on your computer monitor instead of watching it on videotape on your TV set.... (God only know why you would want to do that)... and... you want it to play at high-resolution and fill up the entire screen of your monitor. You don't want any of that herky-jerky stuff either. You want the movie to be just as smooth as what you get on your TV when you play a video cassette.

If that's the case, you better get a PC with what students at the Pasadena School of Art and Design call a "fat brain."

All that means is, you get a computer with a King Kong sized brain... which... can think as fast as Bill Clinton... when... he's trying to squirm out of another story about how he and Hilary "magically" made a fortune in commodities while having an orgy with half of the state of Arkansas.

Spend a quarter mil to buy one of these "super PCs." Then, by golly, you can play a CD of Casablanca on your PC monitor and, it will look almost as good as it does when you play that $14.95 video cassette on your TV.

Hey, I bet you'd like for me to start tying all this together, wouldn't you?

OK, what hard drives, floppy discs and CDs have is, the ability to store information. How much they can store is measured in megabytes and the term used for how much storage a PC device has is "ROM." That means "Read Only Memory." Read Only Memory is what's in the Library of Congress. All that stuff which just sits there... thinking no thoughts... humming no tunes. Here's how much stuff you can put on these storage vehicles:

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(1) A Floppy Disc:

- about 400 typed pages (280,000 words)
- about four minutes of voice
- about one minute of music
- about two seconds of video
- about seven to ten high-resolution photographs
- about I don't know how much animation

(2) A CD:

- about 185,600 typed pages
- about 120 minutes of the spoken voice
- about 3 hours of music
- about 60 minutes of bad video or film with sound
- about 1,200 fairly high-resolution photographs (full screen sized)
- God knows how much animation

(3) A Huge Hard Drive:

- about 868,608 typed pages
- about 561 minutes of the spoken voice
- about 14 hours of music
- about 280 minutes of bad video or film with sound
- about 5,616 fairly high-resolution photographs

Enough.

Enough... enough... enough. When am I going to get to my big 100th issue marketing secret here? You've already read it. You just didn't catch it. I laid it on you less than two pages ago. I "slipped" it in. As though it wasn't important. But you didn't catch it, did you? Not even ol' Benjieballs Suarez. You're lost, aren't you Ben? Nothing so far you didn't already know years ago, right? What's the big deal here?

How about you Ted Nicholas? You catch it?

I thought not. God, I'm so much smarter than you guys, sometimes it almost makes me sick.

You-hoo - anybody out there? Hey Jay Abraham... you haven't got it yet either, have you? Gary Bencivenga... you catch the opportunity here? John Finn? How about the Fishbeins? Leslie... hey Leslie... this is perfect for you!

Brian? Richard Stanton Jones? The Antin Brothers? (What a joke that would be.) Gene Dowdle?

Everybody give up? Lord, you are all...

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So Pathetic!

Sigh. I guess I'll have to spell it out for all of you. To help you "get it," let me tell you about one of our "Charisma Girls." Her name is Nina Sicilia and she is nothing less, I think, than the Marilyn Monroe of the 1990's. This woman is stunningly beautiful. She has a body that would be declared illegal in states like Kansas, Ohio, Oregon, Nebraska... and... especially Utah.

Here's how I met her. I wandered over to my Ocean Drive offices the other evening and the doors were open but, nobody was there. Except, this female creature wondering if she had come to the right address. She introduces herself. I try to introduce myself. But I'm breathing a little hard. (It must be from that walk up those three flights of stairs.) After recovering my ability to talk, I invite her in. She's there to meet one of my staff. She wants to see some stills of a shoot she did for us recently.

"Oh, you're that Nina?" I exclaim.

I can't believe it. I literally can't believe it.

Let me back up and tell you a little story. Dr. Ross Stewart is arguably the world's leading real expert in human sexuality. About ten years ago, he spent $10,000 to go to a workshop in Northern California which was run by other doctors. The workshop was on how to increase the frequency and quality of human orgasms. In short, it was all about how to have unbelievably good sex. The first couple days, the doctors running the workshop just "talked at" the audience. They explained male and female anatomy in a very detailed way. Then, they explained how to have better sex. Then, they brought out a man and a naked woman... and...

They Demonstrated How To Have Peak Sex!

Using their techniques, a woman can have a continual orgasm that lasts more than an hour. A man's can last as long as 15 minutes. (More proof we men got biologically cheated.)

Dr. Stewart went home stunned.

And excited. He used his spare time over the next decade to improve and refine those already spectacular techniques he had learned at the workshop. By the time I met him, he was able to tell me things about sex I'd never even guessed about. (By the way, I've never had any good sex... but, then again... I know in my heart I don't deserve it.)

Never-the-less, it was easy to see Dr. Stewart had something which would add immensely to the quality of human life. We started brainstorming and developing ideas on how to present this material. Eventually, we decided to put it on a CD-ROM. We got a cast and crew here together in South Beach. We took the high road in every aspect of the "shoot" because...

It Was Very Explicit!

We needed two beautiful models. I chose one I had worked with previously. After my staff contacted her, she agreed to do the CD. Then, I'm introduced to the second model. But I've got the flu so bad I can hardly pay attention. She shows me her "book" and the pages are pretty much a blur to me. But, we're up against a deadline... so... I give the green light. Then, I go home to die.

Later, I'm looking at some of the "outtakes" of the CD. We shot both film and video. "My God! Who's that?!" I scream. Who is that gorgeous woman totally nude, writhing on my screen?

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It was Nina.

I can't even begin to describe to you how sensational Nina looks unclothed. Fortunately, I don't have to. You can see for yourself. There's an absolutely sensational... but... **I WARN YOU**... VERY EXPLICIT... photograph of her on that floppy disc I have sent you with this letter.

The first glimmer: Benjieballs is starting to get it, aintja Benjie? Anyone else got a clue?

Ah well. Onward. OK, so... I know most of my readers really aren't into photographs of nude women, no matter how justifiable the nudity is. But, for those few of you who would care to see Nina nude (for strictly educational reasons, of course) all you have to do is smuck that floppy into your PC and there she'll be.

But... please wait.

Let me wrap this up. Keep reading. The floppy will still be there when I'm finished writing.

First, I want to make sure nobody is forced to look at anything which might offend them. Also, I wouldn't want your pastor, your priest or one of your children to accidentally play this disc. So, I've put a lock on it. You have to know the secret code to make this disc play.

Nobody else was ever very much excited about the fact you can put photographs on a floppy disc. After all, you can only put a few. It's not like a CD-ROM where you can put over a thousand photographs.

So, what use is the floppy?

Well, let's see. If you know how to write good copy, you could send a floppy disc along with your letter and sure make your readers hungry to see what's on that floppy, couldn't you? Like maybe if you wanted to give your people a "taste" of what they'd see if they bought your CD.

Shit. Shit. Shit. It's outta the bag now, isn't it?

Ah heck, I might as well give it all to you. Here's a little something else you can do with those "forgotten floppies." You could put an information product of up to 280,000 words on one of them.

So what? Well, let's say you had this really crazy idea. Let's say you came up with an idea about how to make money at home with a personal computer. Then, you wrote it all down and had it typed up by someone into a report. Someone using a PC. Then, you had all that info transferred from the hard drive of your PC onto a floppy disc. Then, let's say you put an "electronic lock" on that floppy so nobody could play it unless they knew the secret combination. Then, let's say you wrote a sales letter and sent it out with duplicates of your "locked-up floppy." (You're getting sick you didn't think of this, aren't you Ben?) Then, after your sales letter gets read, your readers learn...

They Already Have Your Special Report... Right There Attached To Your Sales Letter!

Alls they'd have to do is call you and give you their credit card number to order the product they already have... and then, you give them the magic code... and... and... and... your fulfillment is all done!

Must be some way to make money with all this?

You think? If not, then think about this: Think about a direct mail sales letter that pulls in 260 orders for every

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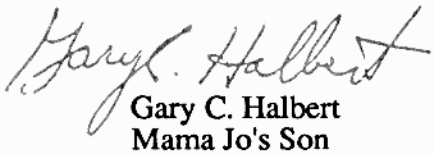
1,000 letters mailed... and... sells something (information) with a price point of $89.00. If you're too "Gumplike" to do the math, that comes out to $23,140.00 for every 1,000 letters mailed.

That's what's actually happening right now as you are sitting there on your lazy butt reading this arrogant, self-aggrandizing letter.

Sincerely,



Gary C. Halbert
Mama Jo's Son

P.S. Let's go back to my opening comment on "bowel movement music." More and more, our minds are being invaded by unwelcome visitors. Bowel movement music is not only horrible; we are all being forced to listen to it. They've got these speakers slamheads can put in their cars that have what they call "super-bass." What that means is, you can be trying to sleep 100 yards from the car that's playing this garbage and the bass will pierce through everything in its path until it gets to the building where you are trying to sleep and it'll shake the walls.

Maybe our parents didn't like rock 'n roll but... at least we didn't force them to hear it.

We're being bombarded every other way too. We must endure thousands of commercial images every day. Much of it is nothing but electronic graffiti created by madmen. And mentally. There's so much new info coming out every day that nobody can keep up with it all. In fact, there's so much no one can even catalog it all. Hell, no one person can even be aware of it all.

This is especially true in the area of personal computers and CDs. There's such a blitz of information that few people bother to take time to catch their breath and use what already exists in some profitable, intelligent way.

Would you be interested in having me share with you the very best way to make money I've ever discovered? This is something that is tested and proven and making huge profits... right now... for a tiny handful of people. If I tell you about this, I'll only do so on a one-to-one personal basis. I can't ever write about this in my newsletter.

Also, this is not for everybody. It doesn't cost much to get started. But, the fact is, you can't do it if you're broke either. However, if you can afford what it takes to get started ($3,750.00 to be exact) you can be making several thousand per week within the next 3-weeks. And, in truth, if you're willing to work, a few thousand in profits each week is only a starting point. This is a situation where the profit potential is limited only by your ambition and willingness to take care of business.

If this holds any interest for you, please call **Jennifer** at **(305) 534-7577** and ask her to send you our "BIB" info packet.

ONE MORE THING: God bless every one of you who wrote something nice to me about my last issue which featured some personal stuff about "Mama Jo." I treasure those letters. I thank you from the bottom of my heart.

ALSO: I could not have written this issue of my letter without some help from some very special friends: My son Kevin, Bill Myers, Pat McAllister, Alan McDonald and... especially Don Alm. Thank you. Thank you very much.

P.P.S. Oh hey, I'd love to give you the code to "unlock" that floppy with the sensational, nude photograph of Nina. Unfortunately, however, I seem to have forgotten it.

But... not to worry... Jennifer has it.

Peace.

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PHONE
(305) 534-2508

THE GARY HALBERT LETTER
820 OCEAN DR. #308
MIAMI BEACH, FL 33139

FAX
(305) 534-8366

From:
Miami Beach, FL
Friday, 9:08 a.m.
June 30, 1995

Dear Friend & Subscriber,

Not that you should care... but... I no longer have a woman in my life.

I'm terrible with women. In spite of my advanced years, there have been very few members of the opposite sex with whom I've had a "serious" or even semi-serious relationship.

They've all gone bad. And, it was never my fault. Not even a little bit. It was always "them" who ruined everything.

The last one, the one that just ended was with a lady who is blond, pretty, slim, (she exercises like a fiend) and extremely intelligent. An upstate and a "city" New Yorker. A graduate from Syracuse University with a bachelor's in psychology and a master's in special education. Worked with abused children for about eight years until she couldn't handle it anymore. Loves classical music, got me to love it too. Was delighted when I called her on my cell phone from Pavoratti's magnificent concert here in Miami Beach. She wasn't home but, when she got back to her apartment... there was Luciano himself singing live on her answering machine.

Magic.

Sadly, this woman (even after a full year of exposure to me) has not found it within her to accept the simple and obvious truth that Gary Halbert is "the man who should always get his way."

The last "sort of" love of my life (before the aforementioned bull-headed pit viper) was a young southern girl who was beautiful inside and out. I remember when I brought her back to Key West how she sat on the plane in her little southern dress, wearing a funny, little southern hat... and... reading her Bible all the way to make sure God wouldn't let the plane go down.

Truly special. She had a "sweetness of soul" and a "goodness" which I've only seen in one other woman. (Paulette Teta.) She was as slender and pretty as a flower. I say "was" because she was murdered about a month ago. Stabbed 14 times in one of the most hideous acts of violence of this decade. But, of course, the guy who did it was not O.J., Sherry Pierce was not Nicole Simpson, and so, I guess this "Life Interrupted" (at age 29) was of comparatively little consequence.

Not to those of us who were blessed by knowing her, though.

And then there's Paulette herself who is now married to an Episcopalian priest. How can that be? How could any woman abandon me, a gentle man of tact and delicacy for what I would assume to be a blunt, mean-spirited and socially indelicate man of the cloth? Actually, I'd bet just about anything he is, in fact, a wonderful man. He'd just about have to be to capture the heart and soul of someone as special as Paulette.

Congratulations to the both of you. I mean that from the bottom of my heart. Go with God and never cease to value and cherish each other.

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Then there was Nancy, Loretta, Arlene, Christine and all the others who didn't deserve me. It's all so unfair. Therefore, I've made the only intelligent decision I can think of... which is...

I'm Finished With Women Forever!

I've decided to become a pro at self-pity. I love to feel sorry for myself. And fortunately, I've found some help with this. I've come across a book which has become my personal Bible. It's called...

Meditations For Miserable People (Who Want To Stay That Way)

This book helps me stay centered on the true nature of my being. It contains invaluable insights which I now totally embrace. They have become so much a part of me now, that these thoughts pop up automatically anytime I start to get off base:

- ☹ If I let go of the feelings which cause me pain, I would have no feelings at all.
- ☹ When God shuts the door, He opens a window... then pisses out of it onto my life.
- ☹ I deserve true love... even if it costs me $3.99 a minute.
- ☹ The first step in finding God is accepting His presence and the fact He's just ignoring me.
- ☹ If I am honest with myself, loneliness and despair are easily within reach.
- ☹ *(Here's my favorite):* A new day can begin to suck at any time... like right now, for instance.
- ☹ Life is best measured one miserable failure at a time.
- ☹ Jealousy is wanting what others have. Stupidity is thinking I might one day get it.
- ☹ I have no "significant other" because I myself am insignificant.
- ☹ By writing my fears down on paper I will see not only I am afraid of everything but I also have bad penmanship.
- ☹ Life isn't over when we die... it's pretty much over right now.
- ☹ Opportunity is nothing more than discovering a new way to fail.
- ☹ Everyone makes mistakes, especially the people who think I have a life.
- ☹ Painful feelings don't last forever. They're simply replaced by more painful feelings.
- ☹ God isn't saving the best for last, He's saving it for someone other than me.
- ☹ The ending of one failure is nothing more than the beginning of another.
- ☹ Inside every problem lies the seeds to even more problems.
- ☹ Being willing to ask for help is the first step in realizing no one wants to help a loser like me.

And so on. There is much more truth and wisdom in this book. I highly recommend it. It was written by Dan

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Goodman, published by St. Martin's Paperbacks, costs only $7.99 and it's in all the big bookstores. Get it. *It can help you be more like me!* By the way, the final page in this wonderful, little guide to life offers up a true gem. Here are the words I now live by:

> **"God grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know I really can't do either."**

Enough nourishment for the soul. Let's talk about business. One of my clients is Phillips Publishing. As far as I can tell, they have every really great copywriter in the U.S. already working for them. That means they have all six or eight of us.

Writing for Phillips requires every ounce of skill, concentration and judgment a copywriter can possess. Just the research alone for one of their projects can take up to 500 hours. Beyond that, whomever is doing the research needs to be skilled on what to research.

How does Phillips get these great copywriters? Simple: They pay more than any other company in the U.S. At Phillips, nobody makes as much money as the copywriters except the owner, Tom Phillips. This is as it should be. And, you know what's funny? Phillips is eager and willing to find copywriters they can pay $1,000,000 per year and more.

But it seems there are hardly any left. These days, the task is not to find any more great copywriters. No, now the task is to find someone (anyone) who can maybe be taught to become one and...

To Do The Amount Of
***Work* That's Required!**

Different copywriters work in different ways. One of the best, John Carlton, always starts by writing the "bullets" first. After that, he then goes on to writing the headline, subhead, body copy and ordering instructions. "Bullets" are extremely important. They are the little one or two line "teaser" statements about whatever it is the copywriter is trying to sell you.

OK, now that I've reminded you of the importance of "bulletizing", I've got a very important observation to share with you. Did you see the movie Jurassic Park? The guy who wrote it wrote an earlier book titled *Congo* which I've just started to read. (By the way, it's a "can't-put-it-downer".) Anyway, the book is populated with several really top level researchers who have I.Q.'s reaching to the stars. These people compete for grant money to fund their research projects. One of the characters in the book is especially adept at getting grants.

Yes, he is brilliant and doing important research. But, so are the other scientists competing against him for their funds. Why does he get chosen so often over the others? Simply, because he is obsessed with his project. Here's a quote from the book:

> "Sometimes it's difficult to tell who is the more brilliant but we look for something more important: We look for who is the most driven!"

That's a point so valid, you should never forget it. Years ago, I was driven. I was obsessed with becoming the best advertising copywriter in the world. Whether or not I succeeded is beside the point. What's germane is what I did in furtherance of this noble goal: (1) I ignored my wife, (2) I ignored my children, (3) I wrote advertising during the day, (4) I studied advertising in the evening and (5) ...

I Dreamt About
It At Night!

Would you like to be good enough to write for Phillips or some other company which would be happy to pay

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you a million or more every year? Or, do it yourself so you can pay yourself a huge pile of money?

Let's see if you've got what it takes.

Go get five hundred 3x5 index cards. Go to a big newsstand and get dozens of magazines. (If you're strapped for money, you can do this in a library for free.) Only get those magazines with lots of teaser copy ("bullets") on the covers. *Cosmopolitan* is just about tops when it comes to this. Write one bullet on each index card. Try to pick out only really "Hot Bullets." Keep at it until you have 500 cards with 500 bullets. Then, make a copy of all those 500 cards and send them to me.

What will you get if you do this? Most importantly, you'll get a neurological imprint of writing good bullets. Secondly, you'll get mentioned in this newsletter as someone who is "willing to pay the price." Thirdly, if, in addition to being willing to also pay the price, you also have (or later develop) some talent in writing complete marketing packages, there's a chance I'll give your name to one of the legions of people who call me to see if I can recommend a good copywriter.

But, the real payoff is what you'll be giving yourself by the simple act of doing it.

Unfortunately, there are no shortcuts.

But, how do you recognize a "Hot Bullet"? Well, until you get some experience, it is somewhat subjective. However, here's some help: What follows is a collection of bullets on different subjects. Each of these was written by John Carlton and nobody is better at "bulletizing" than him. Study John's work. Start by writing each of these bullets on a separate 3x5 index card. Then, when you "have the feel" for it, you go out to the magazine stand or library and do whatever's necessary until you've got 500 more.

Sucks, doesn't it? Can't say as I blame you if you don't want to be bothered with this... but... just in case you've got the stuff, here's John's bullets to get you started:

- **The 58 most important questions you need to ask yourself before you can *really* start to pile up the profits in your business!**
- The 7-step formula that even an illiterate drop-out can use to write advertising copy 100 times more potent than the best Madison Avenue ad agency!
- **How the 3 Basic Elements found in *every single successful (multi-million dollar) television infomercial* can also be used to boost the profitability of your newspaper ads!**
- Why your "back end" may be 1,000 times more profitable than your initial sale... and what to do to take advantage of it now!
- **Tips from trouble-shooting experts on how to spot problems hurting your business and the triple-step technique they use to solve them fast!**
- The 10 easiest markets "rookie" copywriters can tap for *maximum profit with minimum risk!*
- **"Insider" tips from the world's savviest (and richest) businessmen on how to shortcut your way to obscene riches and success!**
- A truly "no brainer" (yet usually overlooked) way to bump the amount of your average order by 100% or more... automatically!

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- **The absolutely essential *First 3 Things* you must do before you attempt to sell anything to anyone!**

- How to find -- without spending a red cent -- the perfect magazines and newspapers (with the most rabid and eager-to-buy readers) to run your ads in all over the world!

- **Why you're *already* sitting on the best possible "bonus" you could ever offer -- and how to use it to make your sales soar!**

- 20 Guaranteed Ways to increase readership and response to your sales letters and ads... without touching your current copy!

- **The single most important element of any sales message... and how to exploit it for maximum sales!**

- The Real Reason people choose to buy anything -- the secret truth long known by master salesmen, sociologists and "con men" finally revealed!

- **How to put on your own seminars without nightmares... including how much to charge, how to structure the daily sessions, and how to write the all-important sales letter that puts the fannies in the seats!**

- Exact word-for-word samples of sales letters that brought in millions... and how to **adapt** those same letters for your own business!

- **Tested *appeals and "grabbers"* that guarantee readership... and tested "closers" that almost force people to send you money!**

- Why having money or a nice car is *100% irrelevant* to having a great love-life! (And the 3 "basics" that *are* relevant, but ignored by nearly every lonely guy!)

- **How to "read" the signals of women who are *dying* to date you right now! (They think they're being obvious, but I'll bet you're *blind* to these signals. Just learning this one secret -- how to "read" women -- will boost your "romance potential" through the roof!)**

- Proven ways to get women to *initiate* "accidental" dates that are **pressure-free**!

- **How to easily "position" yourself so women actually *compete* for your attention!**

- How to turn everyday items in your pocket (or your wife's purse) into vicious weapons that will (1) show you mean business, (2) instantly frighten anyone with an ounce of common sense, and (3) allow you to dominate any situation *with a single blow!*

- **How to maintain the "right" kind of peak sexual energy that excites women! (Most guys worry -- unnecessarily -- about "performance"... but *you* won't, anymore!)**

- The one **huge mistake** all inexperienced fighters make in their head that *guarantees* they will be turned into victims... and how to "parlay" it into an advantage that will give YOU an instant 200% increase in your chances of winning -- *even if it's your first fight ever!*

- **Why your weight, strength, speed and agility are the *least* important parts of**

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winning a street altercation! (And why the one simple secret that *is* important will give you an immediate and enormous advantage over *any other fighter* you meet!)

- How to *automatically* avoid the blunders that get even nationally-ranked karate masters demolished in street fights! (It's called "Stress Shock Phenomenon", and once you've stored this knowledge in your nervous system, you'll *never* "freeze up" or panic when your adrenaline starts to flow and the dirt hits the fan! Yet there isn't a karate studio in the *country* that knows how to teach this crucial part of winning fights!)

- **Why your fist may be the absolute *worst* weapon you can use in hand-to-hand combat! (And exactly how to strike so you won't damage any part of yourself!)**

- Simple *fight-ending moves* that require no strength whatsoever! (I know of arthritic 80-year-old grandmothers who have knocked young male attackers senseless!)

- **The "voice tool" that will *immediately* change your attitude from calm to *dominant* in any surprise situation!**

- How to use a little-known "positioning secret" to completely **cancel out** the superior size or experience of your attacker! (Size and strength are *meaningless* when you know this secret!)

- **Why a simple "mock" submissive action will *always* fool a larger opponent... and set him up for quick, easy fight-ending moves!**

- How to gain an immediate "Psychological Edge" when someone pulls a knife on you... and how to spot the 4 most common methods of knife attacks so you can win with a minimum of fuss and blood!

- **How to "set up" the *perfect sexual encounter* with your lover every time!**

- The clumsy mistakes 90% of all men make during lovemaking... and how to quickly learn the "inside" secrets of the **most satisfied 10%!**

- **The NUMBER ONE rule that absolutely must be observed for women to have a truly mind-blowing orgasm!**

- The secret "reward" for men who give their women the "fuel" for feeling in love all day long, every day! (Not one man in a thousand understands this "fail-safe" secret of excruciating happiness... and those who do almost *never* share it with even their closest friends!)

- **How to guarantee *every* thought your lover has of you is super-charged with pleasure, excitement and *white-hot anticipation!***

- The **20-minute secret** that can turn your sex life around overnight! (It's so simple, you'll kick yourself for not having thought of it yourself!)

- **How to "touch" a woman to *guarantee* mind-altering sex... a technique so simple it's astonishing that nearly 3/4's of all *women* never learn it themselves!**

- Why smart men know how a simple "secret" **non-sexual act** at home can -- when handled correctly -- take on the "charged" quality of a warm, sexually-satisfying feeling for many women! (It's so simple it's almost like "cheating"!)

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- **The specific secrets of "over the top" fabulous sexual technique! (Have you ever "blacked out" from pure sexual pleasure before?)**

- What women really want from a man! (Nine out of ten men are absolutely *floored* by this secret!)

- **The amazing reason why Prozac is so popular in this country! (Almost no one understands the startling *sexual* implications!)**

- How to start having explosive sex *tonight*... with the **simple basics** of great, world-class love techniques!

- **The secret of finding the most efficient aerobic program for burning off fat with *your* specific body type! (Leo researched for 7 months with professional bodybuilding stars in the U.S. and Germany to discover the key to this "inside" secret!)**

- Details of the all-new **"Eat Everything You Love"** diet that *frightened* the professionals... until they saw Leo change into the leanest, meanest muscleman they'd ever seen! (It's the easiest, yet most potent diet you've ever seen... one you can live on happily for the rest of your life! Leo was gobbling banana milkshakes, carrot cake, soda pop, ice cream and "Mama Juanita's" super-grande burritos on "carb-days" throughout his training!)

- **Why the "experts" you read about in the muscle mags are just dead-wrong in much of their training advice for you for maximum growth! (Even though a technique may have worked for them, it might not work for you... especially if you follow the advice of juice-heads who have spent most of their lives training on steroids!)**

- How to handle the "side-effects" of your increased sexual energy you'll get on this program! (A real unexpected bonus!)

- **How a "secret" 5-inch change in your hip placement translates into *massive power* for your golf stroke! (Not one pro in a thousand even suspects the potency of this simple adjustment!)**

- Why the new "lag" in your swing will cause your buddies to shake their heads... until they see you *consistently out-drive them by 40, 50 and 60 yards off every tee!* (I guarantee they'll make you play with one of their balls, just to make sure you aren't *cheating* somehow!)

- **How to use the secret of "choking down" to master *any* club in your bag... no matter how horrible you were with it before!**

- The single most important move you can make in any altercation -- it's what your body *wants* to do, but what *most* people panic about and refuse to allow themselves to do! (Yet it will save your life!)

- **How to use a simple "cat-like" move to instantly position yourself to deliver the easiest knock-out blow imaginable -- a strike so natural your grandmother could pull it off against Mike Tyson!**

- How to instantly "shut down" an attacker's testosterone levels, using your body's own

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built-in "brick". (Even a 90 lb. woman possesses this amazing rock-hard weapon!)

- **When to use the most *simple* strike you'll ever learn... an unstoppable natural move so effective in ending fights it's not allowed in full-contact karate tournaments! (Instant disqualification -- it's also a move that 99% of the most brutal street fighters you'll ever encounter have never seen before... *and don't know how to defend against!*)**

- How to use the "hip-swinging secret" soldiers use to drop opponents instantly -- no speed or strength required, yet it's like driving a 160 lb. bar of lead into the bad guy's belly! (It's so effective, you don't even have to come close to hitting your "target" area... even the sloppiest attempt by you will bring him to his knees!)

- **How to use a super-effective, completely unexpected technique straight out of the "Three Stooges" to cause any attacker to automatically (1) back up, (2) raise his hands in defense, and (3) blink rapidly... all of which instantaneously *reverses* the tables and makes your attacker suddenly vulnerable to a fight-ending blow you can deliver in your own sweet time!**

- Why all elite soldiers are given "permission" to use the one street fighter's Secret Weapon we are all taught from kindergarten *not* to use... and how you can use it to quickly remove yourself from any situation where you have been surprised from behind!

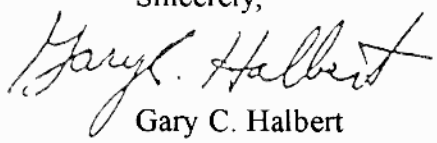
- **How to use the *other* "dirty" street-fighting tool not allowed in any civilized boxing or karate match... because of it's immediate ability to disorientate and topple your opponent! (It *also* works when you do it incorrectly!)**

Hey, that was fun reading, wasn't it? However, let me remind you once again: YOU CAN'T WRITE LIKE THIS WITHOUT PAYING THE PRICE!

Get those index cards. Write out those bullets. Then write out 500 more. Give yourself the gift of a "million dollar neurological imprint"!

It will serve you well the rest of your days.

Sincerely,



Gary C. Halbert

P.S. Oh wait! I now have an underground "jungle" video (no "production values" at all) on a secret, low-tech device that can help (if you have a personal computer) increase your cash-flow by as much as 10,000%! If you want a copy of this video, you're going to have to shell out $35.00 to get it.

Just write your name and address and the words "underground video" on a piece of paper and send it to my office with your check or money order made out to "The Gary Halbert Letter."

Please don't call. The people who work with me don't know what this is all about and I don't have the time to personally explain it to several thousand people. Also, you should not order unless you have a PC. This video won't do you any good at all unless you are at least a tiny bit computer literate.

Whatever.

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THE GARY HALBERT LETTER
820 Ocean Dr. #308
Miami Beach, FL 33139

Phone
(305) 534-2508

Fax
(305) 534-8366

From:
Miami Beach, FL
Thursday, 9:45 a.m.
August 31, 1995

Dear Friend & Subscriber,

My cat is despicable.

I hate him. When I first got him, he was the cutest thing I'd ever seen. Barely old enough to be weaned, a fuzzy little black and white ball of fur with trusting little blue eyes that could charm the world. I'd walk down Ocean Drive with him and I could never get even half a block without some pretty girl stopping me so she could pet Alfred.

All that's changed now. He's gone psycho on me. He zooms around the office like he's O.D.'d on meth. He bites. He stalks. He lunges. He attacks... and... in general, he makes himself as much of a pain in the ass as is within his feline capabilities.

I'm as cruel to him as I know how to be. I hit him, shake him, kick him, throw him against walls... plus... I do truly terrible things to him with a fork.

It doesn't seem to faze him much though. He's on my desk right now with his front legs folded under him like a bunny and, from a distance of maybe 10 inches, he's watching every word I write.

There are certain people in this world (like Karen Myers) who believe cats can do no wrong. They always have some excuse, some "reason why" shitty behavior on the part of a cat should be tolerated: He was weaned too soon; he's still a teenager with raging hormones; you're feeding him the wrong food; his litter-mates shunned him.

Or whatever.

Personally, I don't give a damn. If something bites and scratches and attacks me, I'm gonna fight back. In the case of Alfred, one day I had an inspiring thought. I picked him up, stroked him gently, looked into his trusting kitty cat eyes and said, "I'm gonna have your nuts cut off!"

And so I did.

It helped, it really did. It didn't cure him but, it did slow him down and I don't have to use the fork on him quite so often these days.

Here's a related story. And, as Dave Barry would say, I am not making this up. I swear it's true.

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Anyway, a couple weeks ago I'm riding in a car with a mild-mannered friend of mine. We're going to downtown Miami to get some copies made or something. We're zipping across the 5th street causeway and we come to our exit. Like all good little motorists, when we turn off and come to a stop sign... we stop.

And we are immediately descended upon by two tough-looking black teenagers with a bottle of Windex and a handful of filthy rags. My friend tries to wave them off. He gestures and shakes his head "no" very emphatically. It didn't matter. They were like "human Alfreds"; they wouldn't stop. They start to spray goop on the windshield.

Wanna know what my friend does? Without saying a word, he puts the car into reverse, backs it up... then... puts it in drive and charges right at them. They squeal and yell like stuck pigs. They are outraged and very vocal about it. So guess what else? My friend backs up and goes for them again.

Strangest of all is my reaction. I know this sounds insane... but... I was glad about what my friend was doing. I wasn't expressing it outside... but inside... I was cheering him on.

I know it's not right. You can't go around running people down because they're annoying you. But damnit, there is so much annoyance in modern life, it's no wonder people "snap" every once in a while.

Remember that case of the teenage boy who was in the Middle East somewhere and he was spray painting graffiti all over whatever town he was in? Remember how the news media in this country was outraged his punishment was to be tied to a post and given X number of lashes?

My immediate reaction when I heard that was, "Good! If the little bastard can't take an ass-kicking, he should learn how to act like a decent human being."

I was ashamed of those feelings. But then, I read a poll which said... 80% of Americans felt the same way I did!

The people of America are, I believe, finally getting fed up. We've nearly reached the stomach-turning point. We have "compassion fatigue." The fact your great granddaddy was a slave or your parents wouldn't let you have a puppy when you were five doesn't cut it as good reasons... why... you should not be held responsible for your actions. What it's coming down to really is...

The Producers Versus
The Parasites!

Another true story: Years back, I met Connie Stevens, the singer. The one who used to be married, I think, to Eddie Fisher. Ms. Stevens is a great champion of American Indians and she would have charity get-togethers to help them. She wanted me to help her with her efforts so I went to one of those gatherings. It was pathetic. All those dorks standing around at this cocktail party moaning about how unfair the American Indian has been treated.

I found it all pretty disgusting until a guy next to me... an Indian... said, "This is all bullshit. Indians don't need charity. They

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need to get off their asses and go to work. The real 'Indian Problem' is most of them are just a bunch of lazy drunks."

He's right. America offers the same opportunities for American Indians as it does for what you might call American Americans. But, I'll tell you this: If you let any group of people suck on the government tit for free for a long enough period of time... they'll come to believe... the world owes them a living.

By and large, Indians suck. Basically, they're scum. I feel free and clear to say this because (1) I have to believe what my eyes see and (2) because, by and large, I myself am American Indian.

Alas, I digress. Let me make my point and then move on. Listen: We've tried welfare. We've tried food stamps. We've tried locking people up. We've tried program after program after program. So, henceforth and thusly, I suggest unto thee...

**Let's Give *Castration*
A Chance!**

It's simple, it's fast, it's cheap and it's effective. Denmark uses it on sex offenders and it works like a charm.

By the way, did you know child molesters are never cured? They never stop their behavior except when they're locked up, executed... or... castrated?

I propose we do full castration on all habitual criminals and a "partial" on all first offenders. Imagine this scenario: Rufus Slimeola and his merry little group of gang-bangers are cruising in their tricked out Bronco with their bowel movement music going full blast. They spot some pretty girls and get out of the Bronco to talk with them. Rufus pulls one of them into an alley, beats her, rapes her, then kicks her a few times and moves on.

He gets reported to the cops and he gets picked up. No big deal. Rufus has been arrested 17 times before. Usually, he ends up spending a few days inside visiting with his homeboys and often, it doesn't even come to that. Actually, more often than not, Rufus walks almost immediately because... there are so many Rufuses... the "system" just can't handle them all.

Check this out: If you want to go to jail in Miami for stealing a car you have to do it nine times. That's no joke! The jails here are so full, the sentence guidelines say you've got to be guilty nine times before you do even one day of time. Which means, of course, you're probably going to have to steal 200 or 300 cars before you're actually caught and found guilty nine times.

Back to Rufus. This time he's not taken to the holding tank. Nobody gets him a lawyer. Nobody reads him his rights or bothers to listen to his "attitude rap." Instead he is immediately taken to an infirmary, strapped down, given a local anesthetic and one of his testicles (my damn cat is eating part of my newsletter now) is removed. He's bandaged up and released with a friendly warning...

> "Well, Rufus... we got one of 'em now... and... if you ever do wrong again... snippy, snip-snip... there goes the other!"

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This would get Rufus's attention. Especially if all the cops would start wearing little gold scissors pinned to their shirt collars.

Any of this got anything to do with marketing? Any of this have anything to do with you making a buck?

You betcha! What you've just read is going to serve as an introduction to what just might be the most powerful marketing concept I've ever come up with. **No! No! No!** I am not suggesting we castrate the non-buyers. That might be going too far even by my standards... and besides... some petty little bureaucrat would probably find something wrong with the idea anyway.

No, what I really want to introduce you to here is a concept I call "EPC" which stands for...

Engineered Paradigm Change

First, just in case you haven't had your coffee yet, let me explain what a paradigm is. It's pronounced "para-dime" (like in penny, nickel... dime) and it is the frame of reference in which we operate.

A recent book by Stephen L. Covey tells of the following incident: A father is on a subway with his two young sons. They are out of control. They're howling, and jumping up and down and running around like bats out of hell. In other words, they're acting like my cat, Alfred.

During all this, the father makes no effort whatsoever to discipline his children. He just sits there with a blank look on his face, oblivious to the pandemonium created by his kids.

Finally, one of the other subway riders can't take it anymore. He approaches the father and says, "Excuse me Sir, but your children are out of control. They are upsetting everyone on this train. Don't you care at all? Aren't you going to do anything about it?"

Then the father replies, "Oh my gosh! I'm so sorry. We just came from the hospital. Their mother has died and I'm pretty much out of it. I don't know how to handle it and I guess they don't either."

The other subway rider goes through an immediate change. He's no longer angry. His anger has been replaced by compassion, he wants to help.

What has happened to that fellow subway rider is... he has undergone a paradigm change. His frame of reference is now very different. The "context" in which he views and evaluates the behavior of those out-of-control children has been completely altered.

Now, know this:

Most Paradigm Changes
Happen By Accident

You're in an office and some dull clod invites you to a business-related dinner party. You know it's gonna be so boring you'll hardly be able to stay awake. You're about to offer up a great excuse... when... all of a sudden... a splendid-looking young lady with an utterly dazzling smile interrupts to ask what the "dress code" is for the party.

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Instant Paradigm Change!

What was, an instant ago, a suffocatingly boring business/social obligation has become... an opportunity for excitement! And nothing changed about the event except the context in which you were relating to it.

In the movie about Clark Gable's life, it starts by showing how he first met Carol Lombard who later became his wife. What happened was, she was going to a Hollywood party when she was jumped by a small group of really nasty guys. As she was trying to fend them off, Clark Gable happened by, saw what was going on and came to her rescue. He waded right into the middle of that deal and beat the living shit out of the bad guys.

Her relief was profound. She had an immediate "endorphin dump" which means pleasure-creating brain chemicals began to flood her system. This endorphin dump almost always occurs when someone suddenly experiences a huge relief from stress.

Clark Gable couldn't have engineered a better beginning to his relationship with Miss Lombard. There is nothing which makes a person as immediately affectionate for you as you rescuing them.

So, in this case, Clark Gable sure was lucky, right?

Nope, luck had nothing to do with it. You see, Clark Gable did engineer that fracas. Those "bad guys" weren't really bad guys at all; they were, in fact, studio stunt men who were doing Clark Gable a favor and making sure he got off on the right foot with the woman he was so attracted to. In other words, what we're talking about here is...

An *Engineered* Paradigm Change!

The message is: If the context in which you are working isn't working for you, change the context.

You know, when my mother died at the first of the year, I was naturally very affected. I remember a few times being in sort of a fog and having to apologize to people: "I'm sorry. I just learned my mother has died and I'm not thinking too clearly."

What would happen is, a person who was annoyed with me would become immediately sympathetic and want to be helpful in any way he or she could.

John Carlton told me about a girl he knew in college who, whenever she missed a class, would use the excuse her grandmother had just died. The problem was, she "killed off" her grandma so many times it became a struggle to remember which teachers she had used that ploy with and which she hadn't. Clearly, if you're gonna "kill off" your loved ones to engineer a paradigm change, you need to keep careful note of what you've told whom.

OK, so maybe killing off loved ones is maybe a little gross. How about something less gross... but still... very effective. So, let me tell you....

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How I Invented "Doctor" Feingold!

A lady friend of mine was staying in a hotel in Orlando. It was a huge hotel and they must answer 1,000 calls an hour. Their standard telephone greeting is... "Blah Blah Hotel, please hold."

They don't even give you a chance to talk. You're left there holding the phone for an eternity listening to some vapid, canned music. Finally, disgusted, you hang up, wait awhile and then call again. Same thing... "Blah Blah Hotel, please hold." Over and over, it was making me crazy.

So, about the seventh time I called, before the person on the other end could even get started, I blurted out...

> "Medical Emergency! Do Not Hang Up. This is Doctor Feingold. One of my patients is a guest in your hotel and I must speak with her immediately!"

I got right through.

Does this seem a bit underhanded to you? It doesn't to me. When you think about it, what I did, did not hurt anyone. All it did was get me the simple connect I think I was entitled to. Look, the way we're all treated today is unfair. We are reduced to being instantly put on hold or trying to communicate with "voice chips." I think Southern Bell here in Miami is having an efficiency contest within their employee ranks to see who can get their customers off the line the fastest... preferably... without even talking with them.

For example, if you dial 411 for information here in the Miami area, you will not get a human being. You will get an infuriatingly syrupy "female" voice chip asking "What City?" Then it waits for you to answer and it asks "What listing?" Then it waits for you to answer again and it says "Thank you." Then you get another voice chip giving you the number.

At least, that's the way it's supposed to work. Often though, it screws up. I just called to get the number of the Delano Hotel and ended up with the DeLido Hotel. And I had to call information again (another 50 cents) to get the right number.

But that voice chip really can't tell what you are saying. All it responds to is sound. There's an operator lurking in the background listening to what you're saying so she can get that automated system of hers to give you the number you need without her having to dirty her hands by actually talking with you. (Does that work as a metaphor?)

Here's what I do now: The voice chip asks "What City?" and I yell...

AARUGH!

Then, just like I had made an intelligent response, it asks "What listing?" and I repeat...

AAARUGH!

And it says "Thank you" and an operator comes on and, although she's

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upset (personally, I don't give a damn) she actually talks with me.

(Dr. Feingold manifests himself in many ways.)

Here's how I used to engineer a paradigm change when I was selling encyclopedias door-to-door. What they trained you to do was, dress up in a suit and tie, go to somebody's door while carrying a huge briefcase, knock loudly on the door... and... when someone opens it, you give them a big shit-eating smile, paw your feet back and forth on the ground (really) and ask if you can come in.

Think about what that homeowner sees when he opens the door: An eager beaver, pushy person...

**Who Has *Salesman*
Written All Over Him!**

Natural reaction? Tense up, get rid of him, tell him you're not interested.

Compare it to this: You open the door and about five yards away, a young man is standing with his back to you looking at the flowers in your yard. He's wearing a neat, short-sleeved shirt and he doesn't turn around when you open the door. He appears preoccupied. After a few seconds you ask if you can help him. He turns around slowly with a shy smile. "Sorry, I didn't hear you open the door," he says, "I guess I got a little wrapped up in looking at your flowers. Listen: I think maybe I've got the wrong house. I'm looking for the Buckwheat family."

"No," you say, "this is the right house. I'm Mr. Buckwheat."

"Oh good," says the young man, "I've been asked to get in touch with you. May I come in and talk with you for just a minute?"

**Bingo! Sir Gary Of
Halbert Busts Another Door!**

My first direct mail success was the result of an engineered paradigm shift... and... I've been using it ever since. Think about it: Most direct mail packages are like that door-to-door salesman. They begin screaming right from the envelope, **"I Want To Sell You Something! I Want To Sell You Something!"**

My letters, as you know, almost always "sneak-up" on people. I think it's a big mistake to "telegraph" your intentions when you are selling. A little "warm-up" goes a long way.

And now, I have a challenge for you. In Miami, the folks who bring us six-hour waits for a Florida driver's license have taken their reputation for efficiency to the telephone lines. Here's a wee, little bit of an article from the *Miami Herald*:

> *"In its first six months, the Florida Division of Driver's Licenses' computerized phone system has generated thousands of complaints from frustrated South Floridians who want to make an appointment for a driver's license exam... those who don't get a busy signal - or hung up on - are guided through a voice mail maze by a robotic voice that all too often ends up advising the caller to 'please try again.'"*

OK, here's a box that was within the *Herald's* article:

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MAKING AN APPOINTMENT

Here's what drivers trying to set an appointment to renew their licenses should expect when calling the Automated Information Appointment System at 327-6333 in Broward, 229-6333 in Dade, and 407-681-6333 in Palm Beach.

"Welcome to Florida's drivers license inquiry system. To hear all information in English, press one. All rotary phones, please wait."

(Beep)

"To allow us to locate the office closest to you, please enter your seven-digit telephone number."

(Beep, beep, beep, beep, beep, beep, beep)

"If you have a Florida driver's license, press one. If you do not have a Florida driver's license, press two. If you need a Florida ID card, press three."

(Beep)

"For an automobile or small truck license, press one. For a commercial license, press two. For a motorcycle license, press three. If your license has been expired 12 months or more, press four."

(Beep)

"To renew your license, press one. To change your name or address, press two. To get a duplicate license, press three."

(Beep)

"For the next available schedule time, press one. To select a date and time, press two."

(Beep)

"To schedule your appointment this month, press one. To schedule your appointment next month, press two."

(Beep)

"Your appointment for renewing your license is for 8:15 a.m. Sept. 13 at Pembroke Pines. To accept this appointment time, press one. To reschedule, press two."

(Beep)

"Your confirmation number is [your tele- phone number]. If you need directions for the location of the driver's license office, press one. If not, press two."

(Beep)

"The office is located at the Pembroke Pines office, 8001 Pembroke Road is located on the northwest corner of Pembroke Road and University Drive. To listen to these instructions again, press one. Otherwise, press two."

(Beep)

"Thank you for calling the Division of Driver Licenses and remember to always wear your safety belt. Thank you."

Now, here's some numbers the paper says can be used to file a complaint about the phone system... but <u>not</u>... to schedule appointments. Real live people answer these numbers. (305) 687-7253 or (305) 222-4184 or (305) 797-8587 or (407) 640-6177.

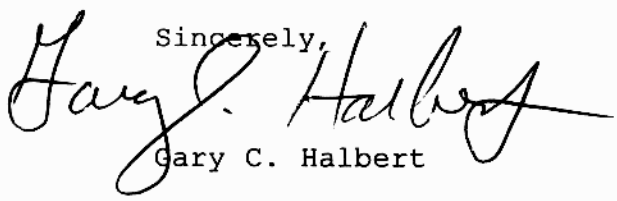
OK, here's your challenge: First, call **(305) 327-6333** and go through the Automated Information Appointment System. This will get you in the proper (pissed-off) frame of mind for step two which is to call one of those four numbers above where you <u>do</u> get a live person... and...

Engineer A Paradigm Change That Gets
That Person To Help You Bypass
The Automated System To Get An Appointment!

Is there any dark human being out there with enough "soul mate kinship" with Doctor Feingold to pull this off?

G'wan. Give it a shot.

Sincerely,



Gary C. Halbert

P.S. Does anyone out there know how to skin a cat? The old saying says "There's more than one way to skin a cat"... but... I personally don't even know one way.

Help!

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THE GARY HALBERT LETTER
820 Ocean Dr. #308
Miami Beach, FL 33139

Phone
(305) 534-2508

Fax
(305) 534-8366

From: Amtrack Silver Meteor
Coach 3, Compartment D
Monday, 2:37 p.m.
September 25, 1995

Dear Friend & Subscriber,

I've changed my mind about what I was going to write this month.

You'll understand why in just a few paragraphs but first, please allow me to take a brief (but very important) "side trip."

You know, every once in a while, I run across someone who does whatever it is he or she does... so spectacularly better... than anyone else... I feel compelled to tell the world about it. Listen: I've had extremely poor vision ever since I can remember. I'm not sure, but I think I was born near-sighted. Then, while I was still a pre-schooler, a severe case of the measles really did a job on my eyeballs.

Ever since then, even with corrective glasses, I've never been able to see very well. Not only did my vision suck, I always hated wearing glasses. Therefore, when contact lenses first came out, I was right there at the head of the line (with $110.00 I'd borrowed from Grandma Halbert) to buy a pair. That was circa 1957 and those lenses were huge (almost literally the size of bottlecaps) and...

They Hurt Like Hell!

I desperately wanted to be able to wear them but, I just couldn't. I just plain flat out couldn't handle the pain. Anyway, "they" kept coming out with new and improved contact lenses and I was always right there, fungolas in hand, eager to buy and try whatever "new model" had just hit the market. I used to joke about being the world's only member of the "Contact-Lens-Of-The-Month" club.

Then, some fiend invented radial keratonomy or, what's more commonly known as "RK." As you probably know, RK is considered a "minor" surgical procedure where they make little radial surgical incisions outwards from around the pupil of your eye. If you can imagine the hub of a wagon wheel as the pupil of your eye, then the spokes would be the surgical incisions.

The idea of this procedure is to change the shape of your eyeball, actually to flatten it a little, and thereby correct near-sightedness... which is caused by your retina being slightly too far away from your pupil. It's exactly like the film in your camera being a few millimeters further away from the lens than it should be.

In my case, the results of my RK surgery was, shall we say, somewhat less than desirable. It did make me a bit less near-sighted in my left eye but now, in my right eye...

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I Was Extremely Far-Sighted!

Worse yet, those tiny surgical incisions left tiny scars which almost totally destroyed my night vision. No more driving at night; when the sun went down, so did Gary.

See, when light, like the light of approaching headlights, has to pass through scar tissue in an eyeball before it gets to the retina... very weird things happen. Like enormous glare, "haloing", double, triple and octuple vision. Where you would be driving and see two headlights coming at you, I would see 4, 5, 6, 8... 12 or whatever. Lotsa "ghostvision" too.

It was awful.

So back I went to the "Contact-Lens-Of-The-Month" club. And now, with my even more screwed up eyes, my membership in the club was much more expensive. I went from expert to expert, doctor to doctor. I went to supposedly the best clinics in the world. Scripts in LaJolla, California; Doheny in Los Angeles.

I was willing to buy and try almost anything. At one time, a doctor at the Doheny Clinic fitted me with "piggyback" lenses. That's where you wear two contact lenses in each eyeball. A soft lens which is fitted to your eyeball and then a hard lens which is fitted atop the soft one.

Didn't work. At least not for me. Too much hassle, too much pain.

And so it went, for years and years until...

I Found NOVA Southeastern University And Doctor Saitowitz!

NOVA is a combination of colleges, all on the same campus, which teaches pharmacy and optometry. I didn't know it until recently but, as a general rule, you get the best (and cheapest) medical treatment from the "teaching universities." That's because the doctors let the students swarm all over you and give you endless tests but, of course, the teaching doctors (who often are the "best-of-the best") never let them make a final diagnosis without their approval. Then, when the doctor does whatever the diagnosis calls for him to do, he does it in front of the students and therefore... it is crucially important he do as good a job as can humanly be done.

For example, my eye exam at NOVA...

Lasted Three Full Days!

They checked me out every which way you could imagine. They even ended up making a kind of "topographical" map of my eyeballs. In truth, my heart sank when they told me they wanted to fit me with contacts. After all, I'd heard that endless times over the years.

But this time it was different. See, my eyeballs are pitted, ridged and scarred from that scumsucking RK surgery. Therefore, the challenge was to make contact lenses for me where the inside of the contacts was sort of "machined" to fit my irregular eyeballs perfectly.

This took some doing. They had lotsa test lenses (far more than any commercial doctor or clinic is likely to have) which they would first smuck onto my eyeballs. Then, they'd put a "dye" between the lens and my eyeballs. This dye would flourese under ultra-violet light. Ideally, if the contacts fit perfectly, there'd be no room for the dye between the lens and my eyeball. But, if

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examination under the florescent light would show the dye was "pooling-up" somewhere, that meant the inside of the contact lens wasn't fitting exactly right.

I was the hardest case they ever had.

But... the results came out... perfect. My normal vision is almost 20/20 now and, in bright sunlight which dilates the pupils... I see better than 20/20. No more glare or double vision at night. No more necessity for reading glasses. No more pain and discomfort. These lenses fit so perfectly I wear them all day and forget I have them on. Finally, after all those years... I can see like an eagle!

And now, you know the true story of why, as I announced in a recent issue of this newsletter, I have given up women. It should be obvious. Now I can see what these beasts I've been dating really look like and...

It Has Ruined Me
For Life!

OK, so I exaggerate a teensy bit. But listen: There are two very important morals to this story. First, getting my vision back was nothing less than a miracle for me. Therefore, if you've got anything wrong with your eyes... or... if you know anyone who does... call **NOVA Southeastern University** at **(305) 949-4000**, ask for **extension 5120** and ask for **Dr. Saitowitz**. Why? It's very simple. For my money...

He's The Best
In The World!

The second moral: Healthcare providers in this country (probably in every country) have, as do all occupations, various levels of competence. Hire the wrong copywriter and you're likely to lose some of your money. Hire the wrong attorney and you may lose not only your money but also your freedom. Hire the wrong healthcare provider and you may lose a great deal of the quality of your life and, all too often... you may actually lose your actual life!

Also, most good doctors, no matter how hard they try (and some don't try at all) just can't keep up with everything that's new and effective. Just because a superb new treatment for arthritis has been developed in Rumania... doesn't mean... your doctor in Buckwheatsburg, PA will know about it. And, that's true even if your doctor is in Manhattan, Los Angeles, Miami, Chicago or wherever.

Look, remember how someone once said, "War is too important to leave to the generals?" Well, by the same token, I say...

"Your Health Is Far
Too Important To Leave Up
To Your Doctor!"

I bet I spent $150,000.00 trying to get my vision problems solved before I was led to NOVA Southeastern University and Dr. Saitowitz. Just think how great it would have been if I'd found him as soon as I went looking for help.

How did I find him? I didn't. **Laura Charles** found NOVA for me. Laura is the most ingenious researcher I've ever encountered in all my years of business... and... she started out doing medical research. What would happen is, she'd get a call from a friend who had some serious disease and she'd research the entire world to come up with the best treatments and doctors. Then she'd type up a report (or deliver the info verbally) on what she found out. You know, you'd be surprised what your doctor doesn't know about how to help you with even common

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diseases like arthritis and prostate cancer. And, even if your doctor is an expert in his speciality, Laura Charles's research can help him help you. What her work amounts to is this...

The Cheapest Medical Insurance You Can Buy!

Actually, in some cases, she represents the cheapest life insurance you can buy.

So, if you or someone you love, have any kind of health problem... CALL HER... before you do anything else! Her number is **(216) 229-1014.**

(By the way, she can find the answer to almost any business question you have also. But really, I don't care so much whether you succeed in business or not; I just want you to live a while longer so I can suck some more subscription revenues outta you.)

And look, every once in a while, when I take one of these "side trips" someone sends me a letter bitching about how that's not what I'm supposed to write about. Fair comment. However, sometimes these side trips contain the most valuable info I publish and, I can guarantee you, since my newsletters are saved, filed and read over and over for years... someone's very life will be saved by what you just read.

So, just shut up, will you? Hold your water and we'll get to something else.

To begin: It is curious but, I've had more people die on me in the last year than the combined total of all those who died during my lifetime previously. It isn't just a matter of getting older. Some of those who died were quite young like Cheri Pierce who was 29 and Ashley... who was only 17.

NOW HOLD IT! Don't go expecting a morbid issue here. I've come to see death as less of a tragedy than I used to. It seems to me the real tragedy is what you might call an unlived life. Well, three friends of mine have now died sort of all in a "cluster" and all three were giants in the direct response industry. These are men who did, indeed, thoroughly live their lives.

But you know what? The real tragedy of their deaths is only if what they had to teach the rest of us gets lost. And, to the best of my ability, I am, starting in this letter, making an endeavor to see that does not happen. All three of these men were "guys who got stuff done." When it comes to business, most people, perhaps 80% of them, just don't have what it takes to "get stuff done." They can have high I.Q.'s, a formal education, a valid business plan, all the financing they need... and God knows what all else... but no matter what assets they have, they just can't "make stuff happen."

This is, in truth, what separates the men from the boys.

Here's a tiny bit of the legacy from just one of these dead guys.

DEAD GUY #1: **GENE SCHWARTZ**: Gene was a legendary copywriter whose career spanned nearly half a century. He died of a heart attack on Wednesday, September 6, just three weeks ago. If you are not, by chance, familiar with Gene's name, you will be for sure familiar with his work. It was his advertising copy that catapulted Boardroom, Inc. to over 100 million per year. He wrote the classic advertising book, *Breakthrough Advertising*. He was one of the founders of "Information Incorporated." He is in large part responsible for Rodale

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Publishing doing $315 million in sales last year... and why... Rodale will come close to $400 million this year.

Anyway, on October 8, 1993, Gene gave a talk to the employees and executives of Phillips Publishing which is, incidentally, the largest publisher of newsletters in the world. Generously, Phillips has given me the right to excerpt and reproduce segments of this transcript of Gene's talk for my readers. Here's some selected bits of that talk:

EXCERPTS FROM GENE SCHWARTZ'S 10/8/93 TALK TO PHILLIPS PUBLISHING

Okay. This is a timer. It is the most valuable thing I ever bought in my life. I go nowhere in the world without a timer. Whenever I do anything, I press in "3, 3, 3, 3." That means 33 minutes and 33 seconds. I then press the start button. Now we're going to speak for 33.33 minutes.

Now, why do I do this? Because I don't think anyone can work for a very long period of time without interruption. And if you do you exhaust yourself too quickly. When a posse used to chase a criminal out West where I come from, Butte, Montana, (very important fact)--the horse thief would ride for an hour, and then he'd get off and walk the horse for an hour, and then he'd get on the horse again and ride. And the posse would ride for an hour behind him, get off the horse and walk an hour, and then ride. Why wouldn't the posse go faster? Because the horse would be exhausted and drop dead. Okay, your mind has a way of dropping dead on you. So what we do is we give it this 33.33 minutes and this gives us room for inspiration to sneak in. Okay, that's Number One.

Number Two is the fact that I come from Butte, Montana. Now, you've probably come from a lot of different places rather than this particular place. I was very fortunate to be born in Butte, Montana. It's a very small town of 30,000 people. I grew up there. I left when I was 15. I live in Manhattan--I lead an extremely sophisticated life in Manhattan. I try never to lose the Butte, Montana in me. Because the Butte, Montana in me is everybody in this huge country of ours.

Now, I don't know how many of you read the National Enquirer every week. I don't know how many of you go to every film that makes over $100 million and see every one of them. You cannot lose touch with the people of this country, no matter how successful or how potent you are. If you don't spend at least two hours a week finding out where your market is today, you are finished! You will have a career of three blazing years and be finished.

Talk Little, Listen Much

So go and get in touch with your people. Don't lose that. Talk to every cab driver you meet. Speak to everyone you can. Be the best listener you have ever met. Talk little, listen much. That is your market talking. You don't have to have great ideas if you can hear great ideas.

Marty Edelson is the owner of Boardroom, Inc., which is a business about the same size as yours: $100 million a year. He came to me with $3,500 in his pocket, and I told him I'd have to charge him $2,500 as a copy fee, which embarrassed the devil out of me but didn't bother him at all. And he said, "Okay, what do we do?" And I said, "Well, we can start it right now. I'm gonna sit and I'm gonna listen and you're gonna talk." He talked about four hours about this crazy concept of having a thing called Boardroom--a newsletter called Boardroom. And I just sat there like you're sitting there right now, taking notes. And when he said things I just took it down. And about 30 minutes into it he said one sentence. And I took it down, and then we finished. And I said, "Well, thank you." He said, "When can you have the copy for me?" and I said "about two weeks." He walked out. I went home. My wife takes a long time to make up. While she did that I wrote the ad. I put in the ad from stem to stern. I couldn't give it to him the same night because he would think it was worth nothing. So I then put it away for two weeks. And in two weeks I sent it to him and he ran it.

Now, my copy was 70% his conversation. The headline was, "How To Get the Heart of 370 Business Magazines in Just 30 Minutes a Month." It was his thing. It was his idea. It was his conception. It was his vision. All I did was write it out and give it to people. Okay. You must be in contact with your market. You must listen. You must let the ideas come to you. If you don't let the ideas come to you, you're going to rely too much on your own creativity. These are all fundamentals.

The number one rule of success in anything--marketing, football (which I'm going to talk about a lot today),

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chess, etc.--is work. And it's so funny. It's so easy to say, "Work, work, work, work, work." But I have to emphasize that to you.

The Creativity Is Not In You... Never Mistake That

Now, I am of the opinion that the absolutely most talented copywriter in the world, who doesn't work very much, will be beaten by a copy cub who puts in four times as much work, because the creativity is not in you. Never mistake that. The creativity is in your market and in your product, and all you are doing is joining the two together. And the only way you can get the creativity out of your product and your market is to dig it out. And the only way you can dig it out is dig it out more than anybody else digs it out.

I'm better, result-wise, than many great copywriters, who are better writers than I am, because I work harder than they do--and I can actually see the gaps in their working.

I can see where they didn't do enough work. I can see where they lost facts. And the loss of those facts stands out so clearly because I had the facts; they didn't have the facts. Usually, I win. When you are dealing with someone of real brilliance and they do a headline that's absolutely beyond all belief, then you are going to have a hard time. Probably you're going to lose then no matter how many facts you have. But nevertheless, 70% of the time if the facts aren't there, they'll hurt you. It's exactly as if you don't have a piece of concrete in your building and it collapses.

A Very Simple Way to Make Sure You Get Down to Work

Let's talk about the value of it being easy. Many very brilliant writers--as well as other workers in all fields, physical and especially intellectual--have trouble getting started. They have what is probably known as a writer's block, which is a Western phenomenon and does not occur much in the East. In Zen Buddhism for example, it doesn't occur at all. Why does it occur here and not occur there? It's very simple. Zen Buddhists about 4,000 years ago invented a very simple way to make sure you get down to work. And to make sure you don't have a block. What happens when a Zen or a, let's say, me--I'm partially Zen--starts to work? What he does is he takes out the piece of copy, and he calls it up on the computer. That is the vocabulary. All those little quotes. He then takes out a cup of coffee. The same cup of coffee every day. He swirls it around and mixes the sugar. Mixes the cream and swirls it around. Then takes out a pad and a pencil and puts it in exactly the same space. He's not doing anything very much. Then he takes out a little timer--that crazy little device--and punches in 33.33. I've been talking for 13 minutes so far. I know exactly where I am. Okay. He puts in 33 minutes and presses the start button.

When I press the start button, I can do anything I want. All willpower is dissolved. I can do anything I want as long as it relates to the piece of copy in front of me. I can ignore it. I don't have to touch it. I don't have to look at it. But I can't get up from the desk, and I can't do anything except ignore or relate to the piece of copy. I am not trying to write a wonderful ad. I am not trying to earn an extra million dollars. I am not trying to do anything. I have no goal whatsoever as to what that particular piece of copy is going to do for me. All I know is that I'm going to work on the copy, and I have no responsibility to the client, the copy, the prospect, the market, myself and my future except to work.

So finally, after a good deal of looking around--I can't get out of the chair now, I am trapped in that chair for 33.33 minutes, I get bored. So what do I do? I start reading down the copy! As I start reading down the copy, the copy says to me, "Oh, hey, aren't I beautiful? Why don't you pull me out and put me on top?" Or, "Why don't you change this phraseology? It's extremely ineptly put. Why don't you put it into advertising terminology?" So what happens is that I begin to get into it. And within about five minutes I am working on the copy, making the ad from the copy. Okay. No block, because I am really not doing very much at that time.

How Does One Create?

Now let's talk about creation. How does one create? How does one become creative? How does one get new ideas? How does one solve problems that are intractable and cannot be solved? That you've worked on for weeks and thrown your hands up in despair? Well, that again is quite simple. We'll take a few minutes on this because

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it's really so valuable, and it's so much a habit that can become cultivated, and then become rather automatic and give you a statistical proportion of hits. That means new ideas, in this case.

Your conscious mind is actually your focus of attention. The conscious mind is absorbed with what you are paying attention to. I'm paying attention to all of you when I'm speaking at this particular moment. Your conscious mind can only hold about seven memory bytes. That's pretty small, so you have to focus. Your conscious mind is where you focus your attention. It's very narrow. It's wonderful. It's fantastic for working out syllogisms, consequences, etc. It will not create for you.

What is creation? Creation is a lousy word. It's a lousy word that confuses what you really do to perform a simple little procedure. Creation means create something out of nothing. In the beginning, God created Heaven and Earth. Okay, only God can do that; we can't do that, we're human. So let's throw creation out and let's talk about connectivity. What you are trying to do is connect things together. You're trying to practice connectivity. You're trying to get two ideas that were separate in your mind and culture before, and you are trying to put them together so they are now one thought. You want something new to come out, but new doesn't mean it never existed before, it means never joined before. New--in every kind of discipline--means never joined before.

You've got to trick that conscious mind because that conscious mind isn't big enough to connect all these widespread phenomena. So what you do is you take your conscious mind and you focus it on making a new cup of coffee! That holds it there, and then ideas can kind of bleed into the back of your mind and come into the front of your mind.

The best example is Mozart--a most creative man, who was writing symphonies at six, seven, eight. I don't know whether you saw the movie Amadeus. It shows very truthfully and very well how he wrote. He never, ever, rewrote. He never changed. He wrote his scores in pen and ink. He never changed a note of them. They were always perfect and the highlight of his genius of course, but that doesn't mean a thing. How did he do it? Well he did it very simply. He composed at a billiard table. He would stand at the billiard table, and he would have a single white billiard ball. He would have a pen and an inkwell, and he would have the score. And he would take the white billiard ball in his left hand while he had the pen in the right hand and he would throw the white billiard ball out against the three cushions. And it would bounce off the three cushions. It's random, how it comes back, to a certain extent. It never comes back exactly at the same place, so he had to focus on the trajectory of the billiard ball until it came back. When it came back here or here or here, he had to focus on that hand being at the exact right place. Meanwhile, while his conscious mind was over here, his unconscious mind slipped the note back to him and then he had the next note. Every note was a billiard ball traveling. Every note was a distraction. Every note was an addition. You've got to break out of that conscious prison to be unconsciously creative, which means to connect unconsciously things that haven't been consciously connected before.

My greatest inspirations or creations come when I'm shaving. I am the poorest shaver. I cut myself continually, and I'm always running back and forth between the bathroom and my desk. They are right next to each other because I have to get it down before it slips away.

I'll draw one of my great connections for you. A very successful ad. It says, "71-year-old man has sexual congress five times a day!" Problem? This was a sexual health product. There are many sexual health problems and health products around. Everybody constantly talks about super-potency, etc., etc. They all say you can gain back everything you had. How was that going to compete in a market with a very simple, very crude mailing piece? And I found I could do it by two ways. Number one, I used "sexual congress," which is a very strange way of phrasing this particular act, but which was a very typically American way in the 1890s. And number two, I talked about a 77-year old man when I'm selling products to 40-year old men. I gave the extreme. I did not think of this. I had no idea of thinking of this. It came to me, in fact, when I was shaving. I put it down, and it pulled 9% on the first test!

Okay, those are the fundamentals. Let's go over them again. The first, most dominant, absolutely incontrovertible and indispensable fundamental is that you work harder than anybody else, therefore you make more money than anyone else. A one-to-one connection. Red Blake--coach of Army, during WWII, a great coach--said the will to win depends on the will to prepare. You gotta prepare. Prepare, prepare, prepare, prepare. You got to go over it. And on the sixth reading you'll see the great stuff.

Second is the ability to get to work. If you don't get to work you can't make money. And you get to work

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simply by using techniques for thinking creatively.

Write To The Chimpanzee Brain

There are three kinds of chimpanzees invented by nature: the regular chimp, the pygmy chimp and this thing called man. Man was the third. He came along a couple of hundred thousand years ago. So you have three brains! You have a reptilian brain, a mammalian brain and human brain: the cerebrum up here which thinks logically. You don't use the human brain that much in reading copy. You really use the chimpanzee brain in reading copy. You are an animal. When it gets you in the gut, what does that mean? It gets you in the chimpanzee brain. That's why you use very simple and very vivid words when you're dealing with investment copy, I think. In any other kind of advertising I've ever run I used very simple words.

Inside of us we have this hidden chimpanzee. It gives us a lot of trouble. But it provides a lot of opportunities for marketers. The person who buys investment material wants to make a lot of money very, very, very fast. He may logically know he can't do that, but he would love to do it. And believe me, he goes home and presses that T.V. button and sees right in there. That is your junk reading. Now, he's going to look for the best, most rational and most honest approach possible. But he's also going to have that little sly side of him, and you are going to have to appeal to that to sell to him.

OK, that's just a sample of what was in the transcript of Gene's talk. If possible you should get the complete transcript of this speech for your library. You should also get Gene's book *Breakthrough Advertising* and anything else written by him you can get your hands on. Do not call Phillips Publishing for any of this stuff. Instead, call **Carl Galletti** at **(609) 896-0245** and get it from him and ask about the other copywriting books he's got.

Gene Schwartz got-things-done! He was a genius at his work and, at teaching his work. Here was a man who truly knew how things are. As evidence, here's the last thing he had to say in his talk:

Copywriters are crazy

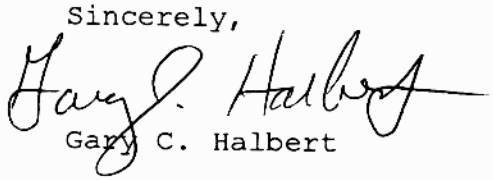
And you want them crazy! They go for the big kill. And I would rather flop badly and succeed greatly than I would coming in with that little five percent boost. A very good copywriter is going to fail. If the guy doesn't fail, he's no good. He's got to fail. It hurts. But it's the only way to get the home runs the next time.

Thank you so much.

And, what do I, Guru Gary say to all this?

Amen!

Sincerely,



Gary C. Halbert

P.S. I'm thinking about having a seminar on nothing but how to write copy and, if you even think you might be interested in attending, please drop me a line (even a postcard will do) to let me know.

I'm trying to get a quick reading as to how many people might want to come.

Peace.

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From:
South Miami Beach, FL
Tuesday, 12:47 p.m.
October 31, 1995

Dear Friend,

You are either going to love this issue of my newsletter or, you are going to hate it.

The thing is, I've decided to take this opportunity to reduce your status from that of a human being to that of a guinea pig. In other words, I intend to use you as an experimental little animal upon whom I can do something extremely cruel which will help me solve a marketing problem.

Gee, I hope you don't mind. After all, this is what friends are for, right?

Let's get to it. Look, I've recently come up with what I believe is either the most brilliant idea I've ever had... or... maybe the dumbest. As you know, millions upon millions of people now have their very own personal computer. And, these people are buying millions and millions of CD-ROMs to play on their stupid little machines.

Most of the time, people who buy CD-ROMs end up being very disappointed.

They get bitchy about the <u>smallest</u> things. Like for example, they get upset when the CD-ROMs they buy won't play. Or, maybe "technically" it will play... but... only after you spend hours staring at your screen and punching your keyboard 10,000 times until you get the damn thing figured out.

Actually, these bitter people (technically known as "sore losers") often get unreasonably upset with <u>anything</u> having to do with computers.

Like, for example, "Windows95." Windows95 (which could be more accurately described as "Macintosh85") is the best-selling software program in history. When it went on sale in August of this year, people were literally standing in huge lines waiting to buy it. Sales are currently in excess of 7,000,000 units and only God and Bill Gates (they're not the same person, are they?) know when this surge of insanity is going to stop. What's really neat about Windows95 is, like everything else about computers...

It Basically Doesn't Work!

I am, of course, exaggerating. Actually, it <u>really</u> <u>will</u> <u>work</u>... provided... you are willing to trade in a huge part of your life to screwing around with it.

One of the fun things about screwing around with Windows95 is the sheer joy and challenge of trying to get someone on MicroSoft's elite "technical support team" to help you. The way you do this is, by the simple expedient of picking

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up the phone and giving them a call. Or, if you prefer, you can (theoretically) access them by computer.

Are you the type of person who is satisfied with automated answers? If so, you can call MicroSoft Fast Tips at 1-800-936-4200.

What's that? You say you'd rather speak with a real live technical engineer? Surely you jest. You can try by calling MicroSoft's Standard Support number which is (206) 635-7000. Supposedly, real live technical engineers can be reached at this number from 6:00 a.m. to 6:00 p.m. West Coast Time.

There is, however, one teensy problem you may encounter when you call that number. Namely: On the same day you call, there will be at least 20,000 other people who are also calling. This means your chances of actually getting through to a live person are something like my chances of being elected Christian of the Year.

But, all is not lost. You see, MicroSoft does see to it you will be entertained by all sorts of neato voice chip messages which will direct you to push one number after another on your touch-tone phone so you can hear a great variety of voice chip messages.

Aw, to heck with it. Using a phone to actually call someone is stone-age stuff anyway. Instead, why not use the MicroSoft Download Service (206) 936-6725 to access via modem the programming aids and other stuff you need.

Oh nuts, wait a minute. You can't "modem," "download" and other stuff like that until you can make your Windows95 software work in the first place, now can you?

Hmn, that's an interesting dilemma, isn't it? Well then, let's get that software info we need from MicroSoft's World Wide Web-site on the InterNet. We'll just smuck right into the MicroSoft Knowledge Base and Software Library which is located at http://www.microsoft.com.

Oh double nuts! I forgot again. We can't do this either, until we can make that new Windows95 software work, can we?

You know, though, if we could make the software work, we could log onto CompuServe and type **GO MSKB** for the Knowledge Base and Software Library. Or, we could log onto America On-line and type **GOTO MICROSOFT**.

VITAL NOTE: Before you call MicroSoft, you must know (1) the version number of the MicroSoft product you are using, (2) every detail about the computer hardware you are using, (3) the exact wording of the messages on your screen, (4) a description of how any problem you are having occurred and (5) a description of the pathetic attempts you made to solve the problem yourself... before... you insensitively decided to bother the MicroSoft Company. Which, by the way, has far more important things to do than deal with your sorry ass.

Important things like this: Installing punching bags for their tech support people to pound on in a vain attempt to reduce stress... and... hiring stress management counselors to supplement those punching bags. Think I'm kidding? I'm not. MicroSoft actually does this.

Here's why: Windows95 was supposed to be "the answer" to making PCs easy to operate. Therefore, when all those millions of people stood in lines to buy it, they had smiles on their faces, stars in their eyes and a song in their

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hearts. Until they got home and found out... just like Disney's much ballyhooed Lion King CD... it wouldn't work.

Then, they called MicroSoft's legendary technical support center and found out something else. Namely:

That It Takes As Long
As 10-Days To
Get Through To A Human Being!

By this time, they have listened to voice chips until they are blue in the face. They've gotten a zillion busy signals. They've been "on hold" as long as two hours only to have the line go dead on them. And, when they finally get through and find out they can't be helped because they didn't have written down all five of those things I told you about in the preceding **"VITAL NOTE"** paragraph... well... many of these people become what the MicroSoft technicians refer to as (and, I am NOT making this up)... **SCREAMERS!**

Same thing when people buy anything having to do with computers. What's the answer? To me, it's so obvious... that... when I reveal it to you, I'm sure you'll clap yourself on the head and say, "Gosh, that's so obvious. Why didn't I think of that?" The solution, of course, is...

Naked Women!

There, now that you know the answer, you feel kind of stupid, don't you? Well, don't be too hard on yourself. After all, millions of other people missed this incredibly obvious solution... and... that includes Bill Gates. In fact, it took quite awhile before even I, a trained professional thinker, was able to figure this out.

Whatever. Look, I'll get back to naked women a little later. But first, let me tell you about some CD-ROMs many people are not aware of. Here's a description of what you can do with a special collection of 27 very unique CD-ROMs:

1. Find Anyone Anywhere No Matter How Hard They Try To Hide: This is actually a set of two CD-ROMs that contain over 95 million telephone directory listings. This is like having a phonebook on steroids. These discs offer you seven different ways to find someone like (1) type in the last name and click your mouse or, (2) if you don't know the full name, just type in part of it and do what they call a "wild card" search, or (3) if the guy owns a dry cleaning business, you type in "dry cleaners" and the name of the city where you think he might live.

More important than any of this, is the ability this CD set gives you to...

Create Mailing Lists!

As customized as you want them. Like a list of everybody named Buckwheat (great for personalized offers)... or... a list of all the florists in the United States... or... all the chiropractors. You'll also save a small fortune in directory assistance charges. Look, if you can't figure at least 10-ways to make this set of CDs work for you, maybe you should check to see if your local McDonald's is hiring.

2. Learn How To Write Fiction: This CD has the wisdom of a prize-winning author/editor/teacher who guides you step-by-step in creating memorable

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characters, developing page-turning plots, "energizing" dialogue and overcoming obstacles to publication.

3. Write Sheet Music Without Knowing Anything About Music: Smuck this sucker into your multimedia computer and then, every note you play on your MIDI or PC keyboard is turned magically into notation... and... your home-written songs...

Are Printed Out As Beautiful Sheet Music!

Also, you'll get to hear your music played out on the instrument of your choice. This is truly your chance to live out your musical dreams and maybe... even write a hit song!

4. Start Your Own Home-Based Business: Takes you from A to Z. You'll learn everything from how to find funds to start your business to how to transfer ownership (the right way) when you're ready to sell or retire. Plus, everything in between with instant "how to" advice from professionals. From budgeting to marketing. All info on this CD is not only screen readable, it's also printable.

5. Lusty Limo: This one was made right here in South Florida and it's sort of a game. It gives you "electronic money" you can use to get pretty girls, like the Penthouse Pet of the Year, (really) to disrobe for you. I helped get this CD-ROM completed and, I think it has a number of important business applications all of which, inexplicably, I seem to have forgotten.

Oh wait! I remember now. This is the one we're billing as "The Dirty Old Man's Guide To High-Tech Negotiating."

6. How To Make Money In Import/Export Without Selling Drugs: This CD-ROM reveals how to break into the Export Game, the legal aspects of import trade, profitable business opportunities in Mexico, how to do business in Europe and...

How To Get The U.S. Government To Provide 100% Of The Money You Need!

7. Automatic Press Release Generator: This hot, little baby will create your press releases for you and then... mail them to all the newspapers in the country. It'll do a lot more too but, if just the press release feature doesn't make it a "have-to-have" for you... then, you are short-sighted, stunted and probably old, fat, bald and ugly.

8. Ultimate Images: This is a collection of 1,500 royalty-free images you can "steal" to use in your brochures, ads, direct mail letters... or... to develop your own line of multi-media CD-ROMs.

9. Making Money On The Internet: The InterNet phenomena has created many new opportunities for doing business on-line. This disc explores the new business opportunities on the 'Net and gives you a guided tour which illustrates exactly how hundreds of other people have already set up shop on-line. This info is not only detailed... but also... easy-to-follow.

Look, I'm not necessarily saying you should be doing business on the 'Net... but... if you are going to... you must have this CD-ROM!

10. How To Get A Flood Of Money From The U.S. Government Even If You Are A Complete Loser: Did you know our government's SBA (Small Business Administration) only exists for one reason? And that reason is...

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To Give People Money!

All you need is to know is how to apply and, have the proper forms. This CD-ROM has everything you need. It guides you to the right program, prints out the right forms for you... and... gives you step-by-step instructions on exactly how to divert a part of the flood of money the SBA is giving away... to you!

11. Hot Products And Services You Can Use To Make Serious Fungolas: This is the ultimate resource guide for entrepreneurs and it offers a quick and easy way to find out about many new and unique products and services... created especially for people who want to make more money!

12. Guru Gary's Little "Black Book" Of Over 5,000 InterNet News Groups (Including All The Hot Ones): What this is, Bubba, is a top secret "electronic address book" that, if used properly, can generate more business than you're going to be able to handle.

13. Kari: That's the name of the CD-ROM and that's the name of the young lady it showcases. She's drop-dead good-looking and, from a marketing point-of-view, you need to see her on this CD. I'm not making that up. You see, there are certain "looks" a woman can have which are more appealing than other "looks" to consumers. Like, if you do a direct mail campaign, a red reply envelope will pull a different percentage of orders than a blue one. In a real estate brochure, a house painted a certain color will get more interested buyers than the same house painted a different color.

This is important marketing stuff to know. It can give you a little "edge" which can dramatically increase profitability. By the same token, this young woman (Kari) has the color and length of hair that (statistically) is the most appealing to consumers, the body type that is the most appealing, the color eyes and all the rest. I'm not kidding. Statistically speaking, this type of woman is more appealing to more people (by people, I mean men) than any other type.

I know it's tough but, these are sexy pictures you need to look at in the name of research.

14. How To Accept Money When You Do Business On-Line: Hey, if you're gonna try to make money on-line, a big obstacle (if you don't know what you are doing) is how to get paid. No more. This CD-ROM has the solution. It reveals fourteen (14) ways people can pay you.

15. How To Use CIA Files To Beat Your Competition: It's a little hard for me to believe this info is actually available but, it is. There's a thousand ways to use it... but... here I'm going to suggest only what I consider the most important. Look, anything you've got going business-wise here in the U.S. is very likely to go better... in certain other countries. But, you must know certain facts about those countries and, the CIA has compiled more secret international data than any other organization in history... and... it's nearly all available on this disc.

16. Are Those Real?: This is a "guessing game" type of CD-ROM featuring some of the most attractive young models you can imagine. Exactly half of them have had a certain type of "surgical enhancement" and the other 50% have not. I don't know (or try not to remember) what kind of a pig of a man thought this up... but... it does seem to be popular.

What you do is first, you have a few drinks, second, send your wife shopping and third, you and your friends click through all the photos and mark down on

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your scorecards your guesses as to which bodies are 100% natural and which are not... and... whomever loses has to buy the next keg of booze.

17. The First Electronic Jewish Bookshelf: This is the greatest collection of general interest Judaica ever to be offered on a single CD-ROM. It totally embraces the vast heritage of the Jewish people. It lets you search through history, listen to the sounds of Judaism and see the images of thousands of years of Jewish civilization.

18. Hollywood: The Bizarre: The stories behind the headlines in Tinsel Town. Learn all about the life and death of Hollywood's greatest stars including the biographies of more than 150 of them and the necrology of more than 5,000 others.

19. The Girls Of South Beach: South Miami Beach is the modeling capital of the world. There are more absolutely stunning women here than any other place on earth. This CD-ROM features the "best-of-the-best." There was no reason whatsoever from me to create this CD-ROM... except... I wanted to.

20. Godzilla: Monolithic monsters and masterful music. Contains 14 monstrous creatures straight from the rubber monster movies. Each character has a variety of ultra-spectacular moves, like breathing radioactive fire or swinging a gigantic tail.

21. Airbrush Portfolio: A unique collection of 105 high-quality, royalty-free, color airbrush illustrations in photo CD format. Features original airbrush SF, fantasy and photo-realistic artworks by leading European illustrators.

22. Halbertizing: Every word of the first 100 issues of *The Gary Halbert Letter*.

23. Lyric Language: An innovative way to teach children a foreign language through multi-media. Features more than 40 minutes of live action video with songs and music, plus word games, brilliant photographs, sound effects and colorful graphics.

24. How To Make A Fortune With Daily Newspapers: A complete "how-to-do-it" course with sample ads, instructions for getting the best buys and crucial info on every single daily newspaper in the United States. This is a Gary Halbert special and... you must have it.

25. Company Profile: Text of newswire releases for over 90,000 private and public companies. Emphasis is on hard to find private company information.

26. The Secret Life Of Butterflies: Reveals the secret habits (this is for real) of 15 butterfly families from the common butterfly to the huge bird-wings of the tropics.

27. Mystery CD-ROM: I would not, could not and did not have anything to do with the creation of this.

That's it. An interesting list, isn't it? Listen, due to stupidity and miscalculation on my part, I've been forced to create a successful CD-ROM business. Some of the CD-ROMs you've just read about were conceived and created by me. Others I bought the rights to. Others, I am able to sell by special arrangements with the creators. But, enough of that...

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Let's Get Back To Naked Women!

All of these CD-ROMs are for sale by my dumb little company here in South Beach. I intend to advertise them nationally. Before I do, I want to know which of them will most appeal to business-minded persons such as yourself. These CD-ROMs range in price from $19.95 to $7,000.00 But, when you buy a CD-ROM from me, you get a little something else. Here's a partial first draft of an ad which will help you understand what that little "something else" is:

Top Bikini Models Show Off Exciting New Line Of CD-ROMs

A cutting-edge Miami software company has a new method of teaching business owners how to use personal computers... *to earn a fortune!*

Listen: Many companies claim to have CD-ROMs crammed with just the sort of "inside" info a greedy businessman would practically kill for. However, over 90% of all CD-ROMs ever created can't be made to run by the people who bought them. In fact, many of the *most valuable* CD-ROMs require more advanced computer skills that anybody with a "real life" will ever take the time to learn. That's the bad news. The good news is, a brand new software company is now changing everything. They do this in two ways:

1. They have tracked down and secured the marketing rights to the most amazing library of "inside info" CD-ROMs ever collected. This info will make any business owner drool with anticipation.
2. They have discovered an ingenious way to GUARANTEE you will quickly play and use *their* CD-ROMs... regardless of your computer skills... and... regardless of any difficulties you have had with CD-ROMs in the past.

Here's what they have done: Each CD-ROM they sell comes with its own *video-tape*. On this accompanying video-tape, a top Miami bikini model shows you how to boot up, access and use every part of the CD-ROM on a computer just like the one in your home or office. She will make sure you remain interested *(and excited)* every step of the way. *You* become the *instant master* of all the info on the CD-ROM... no matter how much trouble... *someone else* would have with that same disc!

It's a *truly educational* experience... because... the person demonstrating everything is an incredibly beautiful model wearing nothing but a string bikini!

Your guarantee of satisfaction is 100%... and... the library of materials you can select from is staggering. It includes CD-ROMs like these **(1) How To Make Money On The Internet**, (2) How To Use CIA Files To Beat Your Competition, **(3) Amazing Money-Making Secrets Of "Twisted" Millionaires**, (4) How To Get A No Interest Loan Even If You Don't Have A Job, **(5) Nude Photos Of The Sexiest Women in America**, (6) How To Profit (working At Home) From The Boom In The Import/Expert Business, **(7) How To Locate Anybody No Matter How Hard They Try To Hide**... and... many, many others.

These CD-ROMs are hot... and... so are the "teachers" (all in string bikinis) who show you how to use them.

Etc., etc.

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Here's my question? **AM I CRAZY OR NOT?** I want you to help me find out. Every CD-ROM you've just read about is highly valuable... or... at least highly entertaining. If you want to buy one or more of them (please do) I will sell them to you at a fraction of what I intend to sell them for to the general public. Plus, you get three options... all for the same price:

OPTION 1: You get the CD-ROM with plain old written instructions on how to use it.

OPTION 2: You still get the written instructions... but also... you get the CD-ROM with an accompanying video of a drop-dead gorgeous model in a string bikini showing you how to use the CD-ROM.

OPTION 3: It's the same as option #2... except... the model is topless.

Here's what I think the world needs: It needs low-tech instructions that teaches us how to use our high-tech stuff. We need a book to teach us how to make a video tape play; we need a video tape to teach us how to make a CD-ROM play... and...

All Of Our
Instructors Should Be
Naked Women!

I'm serious.

And... if I'm also crazy... I bet I'm not the only one.

In any case, I'm about to find out and I'll let you know the results of this scientific marketing experiment next month.

See ya then.

Sincerely,

Gary C. Halbert

P.S. We've got some of the models ("teachers") themselves taking orders for us... and... they'll discuss with you in detail any questions you may have about any of our CD-ROMs you want to order.

By the way, if you call within the next 11-days, we can discuss how maybe you can also make money selling these CDs and the "topless instructions" that goes along with them. The number to call is **(305) 534-1967.**

Peace.

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THE GARY HALBERT LETTER
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Miami Beach, FL 33139

Phone
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Fax
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From:
Miami Beach, Florida
Thursday, 8:54 p.m.
November 30, 1995

Dear Friend & Subscriber,

I've recently returned from a trip to Havana, Cuba.

I had Theresa check with the authorities before I left and, it seems, due to a quirk in the law, it is legal for me to go. But, legal or not, the U.S. government has never yet bothered to arrest a single U.S. citizen for traveling to Cuba. Taken to court, that type of "crime" would be extremely hard to prosecute successfully here in South Florida. Hell, we don't have room to lock up our really bad guys, let alone some worried relative delivering medicine and other much needed staples to relatives in his mother country.

Going to Cuba gave me a serious case of *deja vu*. It reminded me of how, in another life, I joined the U.S. Army and became a military policeman. My serial number, by the way, was RA 15 593 378. Isn't it funny how it's <u>impossible</u> to forget your military serial number?

Anyway, the first thing the Army did with me after I got sworn in was, they sent me by bus from Akron, Ohio to Louisville, Kentucky since I was going to go through basic training at Ft. Knox. I got off the bus in Louisville and went in search for a men's room. And then, I saw something I'd never seen before. It was the signs that said "WHITE" or "COLORED" on the restroom doors. The water fountains had similar signs.

It shocked me to my core. Which, in a way, was strange. You see, I was well aware there was a lot of racial prejudice in the U.S. Especially in the south. I also knew most black people in my hometown of Barberton, Ohio lived in a mostly segregated section called Snydertown. I knew that because I lived there too. I was old enough to be watching the news on TV and reading newspapers and magazines. So the idea of seeing out and out blatant prejudice should not have shocked me so much. But it did. There it was. No hint of subtlety whatsoever. The agenda was <u>not</u> hidden. In the Louisville bus station, blacks were considered inferior to whites and there were no bones about it. If you were black and needed a drink of water or to use the

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restroom, you went only to where it said "COLORED". If you didn't, you'd be in big trouble.

A small thing I guess. But, I've never forgotten those signs and their impact on me.

Later, I was standing in line at the same bus station waiting for a bus which was 1/2 hour or so late. The lady in front of me looked and acted like somebody's grandma out of a Norman Rockwell painting. Very pleasant to speak with. As courteous as she could be. But, when the subject of why the bus was late came up, she said, "It's the niggers."

"I beg your pardon," I replied.

"It's the niggers," she said once again. "They ruin everything. We had to close the library last week because some black college student insisted on checking out a book. Those niggers, they ruin everything for decent folk. And it's their fault the bus is late."

Wow. I guess it's like knowing, on an intellectual level, Mike Tyson has a powerful uppercut... versus... the experience of having him actually hit you with it.

Then... you really know it!

Here's how that relates to Cuba. The way I got there was flying Air Cubana from the Bahamas. Most of the other passengers seemed overdressed, wearing unusually baggy clothing. There were no meals served or in-flight movies on that trip. However, there was a certain amount of entertainment in watching parts of the inside of the airplane shake loose and fall from the walls or ceiling to the floor.

Whatever. Assuming the flight makes it all the way to Havana, you get off the plane and walk into the terminal. As you're making your way to the exit area, you suddenly see hundreds of anxious people on the other side of the windows holding up signs with names printed on them. Rodriguez, Sanchez, Alayon, Lambada, Torres and so on.

At first, I thought these people were trying to meet long-lost relations or friends that, because of the passage of time, they might not recognize.

Such was not the case. Cuban families in Florida hire "mules" to bring medical supplies and other much-needed items to their Cuban relatives. The mule is told to deliver the penicillin or whatever to "The Rodriguez Family" or whomever. And, that's what those crude cardboard signs are all about.

On your way to your hotel you get your first close-up look at

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Havana. The architecture is breathtaking, as is the natural scenery. But, what the city reminds me of is this: An incredibly beautiful woman who has been deprived of her make-up, shampoo, soap and new clothes for many, many years. You can still see her high cheekbones and the classic bone structure of her face. That she is slender and beautiful is obvious. But, all that wonderfulness has been sadly neglected.

Nobody has a really good job in Cuba. There aren't any. All jobs are supplied by the government which, of course, is broke. So, I asked a Cuban guy, "Hey, why don't you start a business? Maybe a little barbershop or something?"

He looked at me like I was crazy. "Because, except for the government, having employees is illegal in Cuba," he said.

ILLEGAL?

You got it. Except for the government, nobody is allowed to have employees as that might lead to "exploitation-of-the-workers." So, instead of being "exploited" millions of able-bodied, eager-to-work Cubans idle away their time wandering around the streets of Havana, sipping coffee and playing checkers or whatever.

There's no way out... and... no way up!

Gotta super high IQ and the ability to be a surgeon? If you're lucky enough to get to medical school, work your butt off, then you too can start earning what the average doctor makes in Cuba. Which is a big whopping...

$10.50 Per Month!

But, you say, what does that translate to in purchasing power? It translates to $10.50 a month. In Cuba, even if you have a lot of money, there's hardly anything worth buying. Walk into a supermarket and you'll wonder if it hasn't just been cleaned out by thieves. There aren't any new cars to buy, no Tupperware, no malls, no movies. Nothing!

The little money the Cubans do make goes to buy stuff like shampoo or soap.

Before Louisville I "intellectually" understood prejudice. And I now know that, before Cuba, I only "intellectually" understood communism.

Personally, I don't think communism is necessarily evil or "bad." What it is, is something which just won't work... CAN'T... work... because...

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It's Stupid!

It sure works for Castro, though. Mistresses up the ying yang, the finest food, wines, cigars and amenities that total power can demand.

What should we, as concerned, U.S. citizens do about this situation? The answer is easy. We should exploit it for all it's worth. Look Cuba is going to open up. And, even before it does, there are plenty of ways to profit from the situation which exists there. So, why doesn't somebody reading this letter get working on a paper and ink report and/or a CD-Rom on...

How To Profit And Have Fun In Cuba In Spite Of Castro!

This report could begin by explaining the laws governing travel by U.S. citizens to Cuba. Then, it could explain the reality of those laws, what you have to worry about and what you do not.

Then, the report and/or CD-Rom could reveal all the different options an American has if he wants to travel to that island. From sharing gas and other expenses on one of the sport fishing boats in Key West which now go to Cuba on an almost monthly basis. Or, the exact details of how to fly there via commercial airlines. (One way is to call Mundy Tours in Nassau in the Bahamas and let them take care of everything.) Other options include flying in from Canada, Mexico or Europe. Yes, you can fly from the U.S. But, that might be more of a paperwork hassle than you want to deal with.

You could have an entire section on where to stay. It does make a big difference. None of the tourist hotels are cheap. But only a handful of them are really first-rate.

You could go into the secrets of how to make valuable contacts in Cuba with people who will "grease-the-skids" for you. If people want to do business in Cuba after Castro has gone on to that big Don Goyo cigar factory in the sky, you could teach them how to do all the "prep" work now... so... they'll be 100% ready when the time comes.

You could reveal to your readers some of the other reasons they might like Cuba. For example, the Italian travel magazine *Viaggiare* has named Cuba the "paradise of sexual tourism." The March edition of this magazine was devoted to "erotic tourism" worldwide and Cuba scored higher on points in this category than any other country. The article suggests which hotel you

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might want to stay at (the Comodoro) and where you might want to hang out (Fifth Street in Varadero Beach).

There's also a turn-of-the-century mansion in Havana where Cuba's most beautiful women do a fashion show for about 20-minutes every evening. There's only a couple dozen women allowed to participate in this fashion show and they have been chosen from thousands of candidates. These are women who have the looks that would qualify them to be a TOP MODEL if they were lucky enough to live in the free world.

I want you to think about something: Imagine you are an incredibly, incredibly beautiful 19-year-old girl. Every day you look in the mirror and you are reminded of your beauty. And, of course, how time is passing. Your father and mother are good, moral people but, neither of them has a job... because... there aren't any jobs for them to have. Your mother's hair is cut very short because...

She Can't Afford
Enough Shampoo
To Wash Long Hair!

Your rent is paid for by the Cuban government... but... there's no air conditioning and no indoor plumbing. You can't marry your high school sweetheart or the boy next door and have him take you away from all this... because... there's nowhere for him to go either. You can never own a business and, from a monetary point of view, a degree in higher education is worthless.

You wonder about your brother. He and three of his friends cobbled together a makeshift raft of old innertubes and scraps of lumber last month and "set sail" for America. Did he make it? There's a good chance he did not. As I understand it about 2/3 of the rafters do not make it. Once I helped out the Cuban Refugee Center in Key West a little bit and they showed me around their facility. They've got a wall covered with tiny bits of paper with a different name written on each one. It also has the date that person left Cuba to raft to the U.S. And guess what? They can tell you with great accuracy, depending on the date the rafter set sail, what his chances are (statistically) of still being alive. The reality is, after about 10 or 11-days, you can pretty much resign yourself to the worst. There's a lot of nasty water between here and Cuba. Water sometimes way too nasty for large fishing boats. And, almost always too nasty for boats that are smaller than the desk I'm sitting at right now.

So, anyway, there you are, 19-years-old, beautiful and full

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of spirit and passion for life with no reasonable chance of living out any of your dreams.

Except, if you meet a foreigner who falls in love with you.

What's the name and location of this old mansion where you can meet Cuba's most beautiful women every night of the year?

That's one of the secrets your readers will find out when they buy your report and/or your CD-Rom.

What else? Well, Cuba has the best bass fishing in the world. Also, it is a virtual museum of classic cars which many collectors would give their eye teeth for. It's an unspoiled paradise for divers.

You could include a section on neat things to do. For example, I've got a couple snapshots of me sitting on Ernest Hemingway's favorite barstool at the Floridita Bar. By the way, that one stool is sectioned off by a short length of red velvet rope. And, on the wall, near the stool, is a black and white photo of Hemingway and Castro taken on the only day they ever met.

How do you research a report such as this? Well, if it were me, my first move would be to actually visit Cuba. Then, I'd access the Lexus Database of news articles and see what I could find on Cuba. In truth, the "morgue" of the *Miami Herald* and the *Key West Citizen* have enough info to fill up several books. I'd consider taking a camcorder and tape recorder to Cuba with me and interview all sorts of people, including those dazzling young ladies.

I'm not planning to do any of this... because... I don't have time. But believe me, my friend, there is a killer of an info product here that, if done right, can rake in millions of fungolas in sales here in the U.S. And, in Canada, Japan and Europe too.

By the way, if anyone reading this does go ahead and create an information product on Cuba, I'd like to be your first customer.

How do you sell this once you've got it created? That, I think, would be a snap. First, if you do a good enough job and give it a snazzy title like...

CUBA: How To Go There
And Have The Time Of Your
Life... Without... Breaking Any
U.S. Laws!

Well, if you do something like this and, do it really well, I

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bet a conventional publisher will snap it up from you and pay a big advance and royalties.

Also, I believe little, lead-generating ads in Florida newspapers... and... nationwide quality men's magazines (the *Robb Report* and the hugely-successful *Cigar Aficionado* came to mind) would build you a list of prospects eager to purchase your product.

Not to mention direct mail. Which for my money, is still the best way on earth for the "little guy" to make his fortune.

Before I close, let me give you a few idea-starters which might add even more sizzle to a project like this. AIDS: According to the latest report by the World Health Organization, Cuba has 7.3 cases per million population. The rate of AIDS in the United States, by comparison is 33 times higher with 241.2 cases per million.

LANGUAGE: What do you do if you want to learn (fast) enough Spanish to have a little romance with someone who only speaks Spanish? In that case, you might want to get a copy of a new phrase book called *Hot! Spanish*. It covers everything from "Do you have a light?" (*Tiene fuego?*) to how to discuss safe sex and the use of condoms. The book is $8.95, written by David Appell and Jose Hernandez and published in New York by BabelCom company.

ADVERTISING: A company called Charney/Palacios & Co. specializes in helping Americans advertise in Spanish language publications. I don't know anything about them except what I've read in their ads. But, their telephone number is (305) 670-9450.

ASSASSINATION ATTEMPTS: According to General Fabian Escalante Font, director of the Cuban National Security Studies, Castro has survived...

300 Attempts On His Life!

And now, I'm going to reproduce in its entirety a "letter-to-the-editor" published in the *Miami Herald*. It contains, I believe, the most intelligent thinking on Cuba I've yet seen in print. Hope you agree. Here it is:

Lift Embargo, Watch Castro Go PFFFT!

While many exiles feel that any intercourse with Cuba would be heresy, I would argue the following (I was exiled from Cuba in 1961 at age 8):

All successful revolutions are won because the people are aroused by the

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prospect of a better future. When it's not delivered, hopes and dreams are quashed, and the people will seek something else.

Fidel Castro's revolution succeeded because he promised a better, more egalitarian tomorrow. After 36 years, Castro can blame whomever he likes, but he has not delivered on his promises. People in Cuba remain inert and calcified, hostage to an idea that has not worked and will not. The promise-maker is not the promise keeper.

Castro cannot be toppled, nor should he be. That would be too destructive, destabilizing, and unnecessary. Better yet, Castro can be made totally insignificant. If the United States lifted the embargo and all restrictions on Cuba, Castro's relevance to Cuba and to the hemisphere, never mind the rest of the world, would be absolutely inconsequential.

Cuba would be infused with exile travelers, new ideas, goods, products, services, differing opinions, an uncensored press -- in short, the antithesis of now. Cuba soon would achieve a standard of living long denied.

Cubans would see the United States, not Castro, as their savior and facilitator. Castro would be relegated to mere observer as his country is transformed through free communication and commerce. Witness Europe's former communist bloc countries.

In time, Castro would be a caricature of his former self, an old man in a green uniform with no wars to fight, no revolutions to foment, no one eager to listen to him. No matter the sentiments or past injustices, that's how this revolution should end.

JOE NAVARRO
VALRICO

Okay, that's it. I pray the holidays find you and yours happy, prosperous and together.

Sincerely,

Gary C. Halbert

P.S. This "inside secrets" type of report on Cuba could be done on other countries as well. If you were going to Brazil, for example, wouldn't you like to read a travel book that gave you the <u>real</u> scoop on the stuff you <u>really</u> want to know about.

Hey, it's just a thought.

Peace.

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THE GARY HALBERT LETTER
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Phone
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Fax
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From:
Miami Beach, FL
Sunday, 9:15 a.m.
December 31, 1995

Dear Friend & Subscriber,

Here is a curious little story.

I own what might arguably be described as the silliest boat in the world. It's 12 feet long and looks very much like a canoe. Except, it is wider in the middle than a regular canoe. Plus, it only has one pointy end which is the front. Instead of a pointy end at the back, a little bit has been squared off to create a tiny transom.

Onto which, I have clamped a 25 horsepower Yamaha outboard engine. Just in front of the engine is a chair which is bolted to the floor of the boat. In front of the chair (and I swear this is true) is a custom-made center console. With a compass and other instruments.

And a steering wheel.

And a throttle and gear shift lever.

In front of the console, built into the boat are two storage boxes. One is for dry storage. The other is a live bait well which contains constantly aerated sea water. Near the front, or pointy-ended part of the boat is another bolted-on boat chair.

She's made of fiberglass and foam-filled. She's painted a hot coral pink and her name ("Laura") is painted in white script lettering on the outside of the hull. Let's see, anything else? Well, yes...

She Floats In Just Three
Inches Of Water And
Goes 50 Miles An Hour!

She's the cheapest and most fun boat I've ever owned. However, the trusty "Laura" is not made for rough water. She's a back country boat best used on dead-calm days. But, during my ever more frequent lapses of sanity, I've snaked out into the actual ocean with her... and... I've often been cruising with her in Biscayne Bay just like I was in a real boat.

Got away with it too. Until... until... one fine day recently, I was trying to get back to the marina (from a 40 mile trip) when one of those freak flash storms came up. It was murder. The wind just north of me was gusting at more than 70 miles per hour. Laura couldn't take it. In the blink of an eye she flooded and capsized on me. I had life jackets on board but I wasn't wearing one. I fought to stay with the boat and managed to wrap my legs around the upside down engine shaft. It was a bitch to hold on. The wind and waves were pounding me to a pulp.

None of this was good.

Actually, it started looking very much like I was going to die. Was I scared? You bet. I was awful scared. Was I panicked? No. Somehow I was able to go deep inside myself and find an ice-cold, hardened steel part of myself which forced my mind to function and my body to obey my mind. It reminded me of the mindset I

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developed when I was doing time and occasionally had to deal with some of the most cold-blooded and dangerous criminals who ever walked the earth.

I became a minor legend to the Coast Guard that day. I didn't know it but, I'd been spotted and the airways were full of "SOS" transmissions about some fool trying to survive a near hurricane in a ridiculous little, high-powered pink canoe.

Later, (much later) after I'd been rescued, someone remarked how remarkable it was I was able to hold on that long.

And you know what? My life did not flash before my eyes. I had no regrets. In fact, I felt (and still do) I have lived such a full, rich and blessed life I had no reason to snivel to God about not having had "my turn." Oddly, I started talking to myself out loud. *"Is there anything your sorry ass has left undone?"* I heard my voice (it didn't seem attached to me) asking.

My answer was, *"Yeah, there is. I didn't write it all yet. There's more I want to tell."*

Isn't that odd? There I was, really and truly thinking maybe I was actually going to die... and... I wasn't thinking how I was going to miss out on seeing my grandchildren grow up... or... not about unsaid things I wanted to tell my loved ones or anything like that. Nope. My major regret was there was so much I'd held back in my writing. So many more useful secrets I had to share. How so many weird and wonderful stories would die with me.

I don't know what that says about me. Maybe something not so nice? Maybe it's something, from a self-esteem point of view, I'm better off not knowing. Whatever. I'm not inclined to use much energy trying to figure it out. All I know is, it tremendously strengthened my resolve.

So, I hung on. And you'd better hang on too... because... I am very grateful to just plain be here and, from now on, this is going to be even more of a...

"No Holds Barred" Newsletter!

You keep those eyes glued to the page. I'm hot now! Listen up: A couple issues ago, I told how, in the last year, I've had more people die on me than in the entire rest of my life put together. Plus, I told how three of those people were giants in direct marketing and those three seemed to die in a "cluster" all at nearly the same time. Then, as you'll remember, I published some wisdom from Gene Schwartz (who I labeled "DEAD GUY #1") which was excerpted from the transcript of a speech on the subject of copywriting... which... he delivered to some of the people at Phillips Publishing. I enjoyed all the positive responses I got from that issue and now I'm going to tell you about **"DEAD GUY #2"** who is (or should I say who *was?*) **Dennis Haslinger**.

On a personal level, my strongest and favorite memories of Dennis are of his laughter. God how that guy could laugh! We'd be in a bar or restaurant somewhere and start telling each other about some of our "not-for-publication" adventures and sometimes we'd both be so convulsed with laughter we'd end up rolling around on the floor in some public place with tears streaming down our faces.

There's no other release in the world like that.

So anyway, I'm sitting in my office when I get a call from Ohio and some woman I don't know, an employee of Dennis's company, NUMA, Inc., tells me he has died.

You want to know what I did? At first, I was stunned and depressed... but then... I had an idea! I decided I wanted to hear Dennis's voice one last time. I was thinking, I bet they haven't had time to change the message on his private phone line. So, for the last time ever, I telephoned my old friend. I got his voice on the machine and his message was something like, *"Hi, this is Dennis. You can leave your message when you hear the tone."*

And then, I replied...

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**"What's The Point Dennis?
YOU'RE DEAD!"**

Does that sound crude or callous to you? Maybe so. But, all I can say is, Dennis would have *loved* it. In fact, whenever I think about it, I can hear his deep, rich, baritone laugh booming out at me from wherever the hell he is right now.

By the way, as Dennis was dying, he stayed right in character. As they were loading him into the ambulance and it was indeed pretty obvious he wasn't going anyplace except to Check-Out City, he just smiled and said, *"Adios Amigos."*

That's my Dennis.

Whatever. In any case, my near-death experience and Dennis's actual death is lucky for you. Why? Simply because, I can now reveal some astonishing, money-making secrets which...

**Dennis And I Have Kept
Hidden For More Than A Quarter
Of A Century!**

We met when I was selling postage meters for Pitney-Bowes and he was selling insurance out of a small office on Market Street in Akron, Ohio. During that first meeting we got off onto the subject of mail order when Dennis showed me a gadget he'd purchased from a magazine ad which was supposed to help a person stop smoking. It was a cigarette holder with a little dial which would cut down how much smoke you'd get whenever you took a puff. You could start off by cutting out 25% of the smoke, then reduce it to 50%, 75% and finally to 100%. At which time you'd basically be sucking on nothing but a pacifier from which you'd get no smoke whatsoever.

It didn't help Dennis quit smoking. Nor did the dozens of other gadgets, hypnosis sessions and everything else under the sun he tried. I've never met anyone who wanted to quit smoking as badly as Dennis. But, he was never able to do it.

Oh well, that's life. Anyway, Dennis became convinced I was a latent genius at mail order and he backed me in a project which involved a black and white brochure featuring about 70 items various manufacturers would "drop ship" for us.

It didn't work. Dennis lost money.

So, for me, it was back to the drawing board. I started scrambling around for another idea. One day I was reading one of those el cheapo money-making tabloids when I came across an interesting article. It seems a little old lady somewhere had found a unique way to supplement her income. She'd go to her local library and research the subject of heraldry. Whenever she found a surname which had been registered with a family crest (coat-of-arms) she'd make a pen and ink drawing of that crest. Then she'd have her drawing printed onto postcards with a short message. The postcard would be mailed to everyone in the county where she lived who had the same last name which was registered with that family crest. Her little message would explain how her research had uncovered the crest and how she was an artist and how, for a reasonable price, she would hand-paint a full color, full size rendering of the crest on a nice mahogany, wooden plaque.

People would commission her to paint their family crests for them and she made a nice little living.

THAT ARTICLE SET ME ON FIRE! To understand why, you need to know a little about how things were back then. This was the late 1960's and companies had just started to use computers to create personalized sales letters. Back then, it was very expensive and complicated and very few people knew how to do it. However, it was worth the expense and effort because, on average, a letter personalized by a computer would outpull a *"Dear Friend"* or *"Dear Occupant"* printed letter by three to one. And often, a 300% increase in response translates to a 1,000% or more increase in profit.

So, after reading the story about the little old lady, I immediately flashed on how to send personalized

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letters without using a computer. What I'd do is, I'd get a bunch of big city telephone books and extract the names and addresses of all the people who had the same last name. I figured I'd do something similar to what the little, old lady was doing except I'd do it on a national scale. The first name I worked with was "Miller." I typed up a letter which started like this:

> ***Dear Mr. Miller,***
>
> ***Did you know your family name was recorded with a coat-of-arms in ancient heraldic archives more than 700 years ago? Etc., etc., etc.***

That letter was personalized with the name Miller about seven times and, when I had a thousand of them printed, they all looked exactly like a typed, personal letter. What the letter was selling was what I called a "Family Name Research Report." It was an 8-1/2" by 11" piece of parchment-like paper printed on one side. It had a neat border around the edges with a heraldic motif. The left side of the document had a black and white drawing of the earliest known coat-of-arms recorded for the Miller name. The right side had a short story about the history and origin of the name. Using financing provided by Dennis, I put my 1,000 Miller letters in the mail.

It was a bomb. Dennis lost money.

I tried doing it with other names. Some of them pulled a profit and some did not. By the way, just as a little historical note, the first name I was able to make work was "Francis."

Whatever. This whole deal was frustrating and it was costing Dennis a lot of money. I was working on this thing full-time now and Dennis was supporting me and my family. I started feeling awful about this so one day I had a meeting with Dennis at the bar in the Akron-Canton airport. I told him how I thought I was going to find the "key" to make this project work but how I wouldn't blame him if he wanted to back out. After all, he'd been supporting me and paying all the mailing expenses for nearly two years.

What Dennis said in reply I will remember to my dying day. *"Gary,"* he said, *"I believe in you. I believe you are the best copywriter in history. That you are going to be the most famous mail order genius who ever lived. And, I'm going to keep financing you no matter what."*

I nearly started to cry. I'd never had support like that ever before from anyone in my entire life.

But I didn't cry. What I did was, I redoubled my efforts and then I redoubled them again. The first breakthrough came when my wife Nancy (ex-wife now) told me something very obvious which I had been missing. She said people with common names like Miller, Smith, Jones and Johnson were not going to be nearly as interested in my offer as people with much less common names like Francis, Mergatroid, Halbert, Haslinger, or whatever. I did an analysis of our responses and discovered she was exactly right. The number of orders we got from any 1,000 letters mailed was in direct proportion to how rare or common the name was. We later discovered that really rare names, names shared by only 500 to 750 families in the entire U.S., would pull a cash-with-order response of up to 22%!

But that was later. What I had to do now was research all the surnames in the U.S. and find out how many people had each name. I started out using phone books. That proved a long, tedious and expensive way to do it. Then I heard the Social Security Administration in Baltimore had done a computer analysis of all the names in their files and had a print-out of them in rank order from the most common last names to the rarest.

I got on a plane immediately! What I heard turned out to be true and the guy I dealt with at the Social Security headquarters was more than happy to give me a print-out of the surname report.

Eureka! I had it. I called Dennis and we were both jumping up and down for joy. That's one of the times, by the way, when I first enjoyed hearing Dennis get out of control with laughter. You know why? It's because the Social Security guy told me they were happy to give me the report because he and the other executives

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considered it useless. In fact, its existence was offensive to him. *"There was no reason for that report ever to have been created," he said. "All it was, was a bullshit reason to give the computer programmers something to do. It cost an enormous amount of money and time and it has no value to us whatsoever."*

Oh yeah? Well it sure had value to me and Dennis! It became a major element of the success of our project. We started mailing names of what we called different "frequencies" and we found out the 15 or 20 most common names didn't much work at all. On the other hand, very rare names would give us a very high response but, it wasn't cost-effective to create a sales letter and a Family Name Research Report when there were only 50 or so people to mail to. What we found, after a lot of testing, was the names ranging in frequency from about 700 people who had the name to about 1,500 was the section most viable for us to mail.

So, using dozens of telephone books, we got our little project off the ground.

A major complication in all this was the reference books we were using. They only had written descriptions of the family crests and not drawings of them. Not only that, these written descriptions were in an ancient French language which almost nobody could speak or read anymore. Finally, we found somebody who could do the translations. Her name was Josie and she was an alcoholic who worked for Goodwill Industries in Akron, Ohio. We worked Josie half-to-death but she was erratic, unreliable and besides, she was only one person.

Talk about problems... listen to this: By now, we decided to stop getting names from phone books and switched to getting them from Rueben S. Donnelly out of Oakbrook, Illinois. They were the biggest mailing list compiler in the world then, and maybe they still are. Our first order was for 100,000 names and we told them we wanted an "alpha sort." What we wanted was 100 different names which had a frequency of about 1,000 each. That way we'd only have to create 100 different sales letters (remember, they all said the same thing; only the last name was changed) and 100 different Family Name Research Reports.

Well, that's what they promised but, it was not what they delivered. Those 100,000 names they sent us was more like a random sampling of their file and it was made up of like maybe 1,500 different last names instead of 100. Donnelly later explained that, although their mailing list used to be in alpha order, it wasn't anymore because of the recent invention of ZIP codes which caused their customers to demand their list in ZIP CODE order.

Big problem. Now we needed like 1,500 different descriptions of family crests translated to line art. And, our sole resource for this was poor, old alcoholic Josie who, by this time, was shaking and drooling at the mouth from all the pressure Dennis and I were putting on her.

There had to be another way.

Dennis and I were working 18-hour days now, and we got a tip. I went (with Larry Miller, our chief heraldic artist) to the student library at the University of Akron. And lo and behold, it was true. What they had was a collection of books which looked like a set of encyclopedias. Except all it had in it was drawings of family crests arranged in alphabetical order for approximately 100,000 different names!

JACKPOT! I had to have those books.

But, the librarian wouldn't let me check them out. She said they were non-circulating reference books. I asked to speak to the head of the library department. No luck. So, I went to the president of the university. He also said no. But I kept talking. I offered him a bribe. I offered to make a grant to the college. Everything I could think of.

And finally, I walked out of that library with all those books. Larry Miller couldn't believe it. *"You're a madman!"* he said. *"Those people said 'No' to you 17 different times. How could you keep asking them after all that?"*

"Very simple," I replied. *"I just kept asking...*

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Until They Came Up With
The Right Answer!"

Actually, I was never too worried about getting those books. You know why? Because... I had made up my mind if they wouldn't give them to me, I was going to steal them. I was too. I had it all planned. How I'd sneak in a certain window at night and grab not only those books but others also, for "decoy" reasons.

I'm glad it didn't come to that.

Dennis figured out the next part. We had to either redraw the family crests in those books (too expensive, too costly) or have them enlarged to the size we needed them. Dennis found a place which made blueprints which could enlarge all the pages in those books for us. After that, all we had to do was take a pair of scissors and cut out each drawing of a family crest and have it pasted up on the standard form we were using to create the Family Name Research Reports.

It worked like a charm. But, I wonder sometimes, whatever happened to Josie?

Okay, now we had the creation of our front end product under control. But, by this time, I had created a back end letter which offered our research report buyers another product. See, the research report showed them what a black and white drawing of their family crest looked like... but... the new sales letter offered them a walnut wall plaque which had their crest hand-painted in full heraldic colors. Boy oh boy, was that mailing ever profitable!

As always, however, there were problems. In this case, there weren't enough heraldic artists in the entire world to keep up with our production needs. So, you know what Dennis did? No, of course you don't. What he did was, he rented the Town Hall in Bath, Ohio for two evenings and he ran newspaper ads under the headline "Artists Needed" all over northeastern Ohio. Hundreds of people showed up and, right there on stage in that Town Hall...

Dennis Haslinger Taught
Those People How To Paint
Heraldic Crests!

We ended up providing employment for more artists than any other company in the world.

Our business was growing like a weed on steroids. Nothing, *nothing in the world,* could stop the team of "Haslinger-Halbert" back then. Together, we made marketing breakthroughs which hardly anyone knows about even to this day.

Here's one of them: Remember that "back end" letter which offered your family crest hand painted in full color onto a walnut plaque? Well, one of the things which made that letter so spectacularly profitable was, when you opened the envelope, it contained not only the sales letter... but also... a full-color photograph showing what your family crest looked like in full color. The problem was, the photograph added enormously to the cost of the mailing. So, what we needed was a "fake" photograph you couldn't tell from the real thing. Here's how we did it: We would take maybe 100 individual photographs of different wall plaques and we'd paste them up side-by-side onto a layout sheet. Then, we'd have a printer take one photo (using those huge cameras printers have) of the entire layout sheet with all those individual photographs pasted onto it. Then, from that one big photograph, the printer would make one big color separation. From that, he'd print thousands of printed sheets the same size as the layout sheet. Then, he'd take a big paper cutter and cut those printed sheets both vertically and horizontally.

All this was done on very thick very glossy paper stock and we left white space around all sides of each of the "photos." Also, on the back of the "photos," printed at an angle, from bottom left to top right, were words printed in blue which said something like...

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ACME PHOTO ACME PHOTO ACME PHOTO ACME PHOTO

The net result? We had printed "fake" photos which looked just like the real thing... and... it cost only about 1/100 as much!

Here's another breakthrough we made: After we mailed millions of letters, we discovered there were more things which influenced our response than how common or how rare the name was. Results also varied by ethnic groups, income levels, geographic locations and various other factors. By far, however, the single biggest factor (apart from the frequency of the name) had to do with race. It turns out black people are almost 100% not interested in heraldic products. We used to get hate mail like, *"I wouldn't even have this stupid name if some honky bastard hadn't raped my great grandmother!"*

And so on.

Thus, we now needed to eliminate black people from our mailings. How? You can pretty much tell if someone is of Jewish or Spanish origin by his last name. Donnelly can sort out people by their income level too. And dozens of other ways including the make and year of the car they drive. But how in the world do you sort out black people from white people on a mailing list?

One day, Dennis comes to the office and says he has good news. It seems there is a black businessman who is putting together a co-op mailing featuring products of special interest to black people. Products being offered mostly by black business owners. So, he had the same problem we did. Only in reverse. And, for the most part, that black guy solved it. He got statistics from the latest census and found out which ZIP codes had predominately black residents. Then, he told the Donnelly company those were the only ZIP codes he wanted to mail.

Dennis then used that same info to eliminate those ZIP codes from our mailings... and... profits went way up.

The business kept growing and growing and Dennis rose to all the management challenges. I personally could never have made all that happen. I had become redundant and sold my half interest to Dennis. The company ended up with more than 700 employees and operating in (I think) eight different countries. We started that company in 1968 and it's still going strong to this day. Dennis told me before he died (obviously) the company had passed the one billion mark in letters mailed... and... I could claim authorship of 600,000,000 of those mailing pieces. And, they are still mailing variations of those letters I wrote back in the 1960's to the tune of more than 30 million per year!

Dennis and I made so much money it was ridiculous. I can remember getting a check for around $120,000 (that's $720,000 in today's money) and being irritated because my wife and I couldn't figure out what to do with it. I've squandered all my money. But Dennis managed his well and he died rich. (Very rich.)

More importantly, he lived his life to the fullest. You'd be hard put to find anyone more alive than Dennis was. He had an enormous appreciation for martinis, steaks, cigarettes and beautiful women. He may have died young but...

He Lived Much!

I don't get sad when I think of Dennis. Instead, I smile. As I said, most of all, I remember that great, booming laugh. Without question, the things he and I found most hilarious, others would find offensive. Like how I got Dennis (for health reasons) to go through the program offered by the Pritikin Longevity Center in Santa Monica, California. That's where they feed you vegetables, fruits and other stuff good for you and put you through a tailor-made exercise program.

But Dennis? Well, Dennis ate his veggies and did his exercises during the day... but... he spent his nights drinking, drugging, smoking cigarettes and screwing his brains out. Later, he allowed as how the Pritikin program hadn't helped him healthwise very much. Then, when I remarked, *"Yeah, but you won*

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psychologically; you brought that damn Pritikin Center to its knees!" Well, that was one of those times we started laughing like there was no tomorrow.

And this next, I hope doesn't offend you.

Listen: Neither Dennis nor I are racists (I was raised with black people) but, you remember that program which eliminated "black" ZIP codes. Well, Rueben Donnelly and Company was happily cruising along offering that as another of their special ways to target specific groups of people. Donnelly is a very proper corporately correct, white shirt and tie and all around "uptight" sort of operation. (They're owned by Dow-Jones.) That's why, when I started referring to their new ZIP code elimination tool as "Donnelly's Nigger Knockout" they would become almost totally unglued and Dennis and I would be rolling around on the floor laughing as I was trying to keep a "straight face" when I was talking to them on the phone.

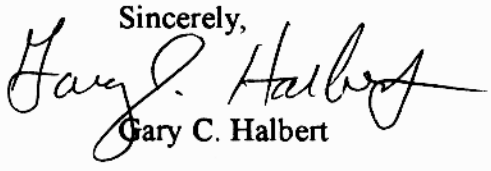
I remember the time Dennis spent a few hours with an older woman who was very concerned about her reputation. She had an apartment on the second floor of a private home and Dennis assured her he would be extra quiet when he left. So, there he was, in the middle of the night, tip-toeing down the stairs in his socks. Carrying his shoes in his hands, being very careful. I can see him in my mind's eye: Skulking out of there like a raccoon that has been stealing garbage. Then, what happens? *The entire stairway collapsed!*

Woke up the entire neighborhood.

I miss that guy. Mostly for personal reasons. But, there's also a business reason I wish he was still around which I'll describe briefly in the "P.S." part of this letter. Dennis was truly one-of-a-kind. They "broke-the-mold" when they made that guy. He was a drinking, smoking, wenching "**Damn The Torpedoes, Full Steam Ahead!**" kind of guy and I loved him a lot. Still do.

Adios Amigo.

Sincerely,



Gary C. Halbert

P.S. Need a model to add some glamour and/or sex appeal to your advertising? I suggest you try it... because... it can add an enormous amount of profit to your bottom-line. Who do I recommend? Why not Kari Cherine who is featured in my January, 1996 Charisma calendar. Which, as of now, I'm sending free to all my subscribers. She's surprisingly affordable and a delight to work with. Great for adding glamour to your seminars or other events or you can use her in your print or TV campaigns. If you'd like to use her, call my office and I'll have her get in touch with you.

By the way, of all the photos we have of Kari, I didn't pick any of the classy ones for this month's calendar. No. Instead, I picked the one that would most please a pig of a man like Dennis.

P.S.#2 I've been working on a certain project for more than 1-1/2 years which is all tested and proven and ready to be rolled out. I was going to work with Dennis on this but, the lousy bastard went and died on me. So, I've got to find another Dennis type of guy. Someone with deep pockets and management skills. Are you such a person... or... do you know of one? If so, you need to know I'm willing to give this program to someone with no up-front payment to me whatsoever. All I want is a small percentage of sales and someone who'll do it justice. I think it has even more of a profit potential than the coat-of-arms deal... plus... the "bugs" are already worked out. I figure it can generate at least $1,000,000 per week. If you're interested, call my office at **(305) 534-7577**.

Man oh man, if Dennis were still alive, how this thing would fly!

Then again, if your aunt had balls, she'd be your uncle, wouldn't she?

Peace.

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THE GARY HALBERT LETTER

820 Ocean Dr. #308
Miami Beach, FL 33139

Phone
(305) 534-7577

Fax
(305) 534-8366

From:
Miami Beach, FL
Monday, 10:10 a.m.
January 29, 1996

Dear Friend & Subscriber,

What is the best way in the world... the best *real*, no bullshit way... to make a lot of money... if you are starting with nothing?

In this issue, I'm going to answer that question fully. I'm going to give you every piece of information you need. I'm going to start with these assumptions: (1) You do *not* have a product. (2) You do *not* have any money. (3) You do *not* have a clue as to what to do.

Can you make it from there?

You bet your ass you can! I've done it many times (because I keep losing all my money) and, I can reel off a list of multi-millionaires who started at *ground zero* with nothing but the info they got from me. Which *you* are about to learn.

Come closer to the page. Listen up: There are four ingredients you've got to have before you can make it. They are: (1) A product. (2) A sales message. (3) A *delivery system* for that sales message. (4) An interested, *reachable* audience of people to whom you can deliver your sales message.

Let's begin with (3) the *delivery system* for your sales message. When starting out, almost everybody (nowadays) gets that wrong. Actually, "wrong" is not the right word. People make money with all sorts of delivery systems. Newspaper ads, magazine ads, classified ads, TV infomercials, computer BBS's, outbound telephone sales calls, radio commercials... even MLM... these are all delivery systems that work. But, in my opinion, the very best choice for you to make (from ground zero) is...

Direct Mail

For the moment, please accept me on faith about this. If you'll just put any doubts you may have "on suspension" for a few minutes we can move on.

Okay? Good! Now that we've decided our delivery system of choice is going to be direct mail, let's work on (4) an interested, *reachable* audience of people to whom we can deliver our sales message. What this boils down to in direct mail is (of course) a mailing list. The two main sources of info on mailing lists are mailing list "brokers" and the *SRDS* mailing list book which is huge and gives details on thousands of mailing lists. Know this:

There Is Nothing In Direct Marketing
You Can Do That Is More
Profitable Than Learning All
About The Different Mailing Lists
That Are Available!

You should be able to get a copy of the *SRDS (Standard Rate & Data Service)* list book from almost any good-sized public library. To find mailing list brokers, you can read their ads in *DM News* (it's free, call **212-741-2095**) or simply look under "Mailing Lists" in the yellow pages of the Manhattan, Los Angeles or other big city telephone books. Here is a real life example of the kind of mailing list info you can get from a good broker. This is a mailing list "data sheet" (reduced in size) that comes courtesy of **Susan Nabinger** of Country Marketing in Ilion, New

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York. Please examine this data sheet very carefully on your own. Then, I'll walk you through it and "unpack" it for you. Go.

HEALTH & HEALING			HEALTHEAL
			DATE: APRIL 1995
548,000	SUBSCRIBERS	$125/M	SOURCE: 100% DIRECT MAIL
179,000	LAST 12 MONTH EXPIRES	$85/M	
12,000	CANADIAN SUBSCRIBERS	$150/M	UNIT OF SALE: $39.00
	FUNDRAISERS	$85/M	
			SEX: 242M MALE 204M FEMALE 118M UNIDENTIFIED
SUBSCRIBERS TO HEALTH & HEALING GO BEYOND TRADITIONAL MEDICINE'S RELIANCE ON TOXIC DRUGS, DANGEROUS SURGERY AND HIGH-TECH EXPENSIVE TREATMENTS. WRITTEN BY DR. JULIAN WHITAKER, THIS MONTHLY PUBLICATION PROVIDES ITS READERS WITH CUTTING-EDGE MEDICAL RESEARCH ON ALTERNATIVE TREATMENTS INCLUDING HEALING FOODS, CHELATION THERAPY, BETA CAROTENE, VITAMINS AND MINERAL SUPPLEMENTS, HERBAL REMEDIES IN ADDITION TO WIDELY ACCEPTED BENEFITS OF EXERCISE AND HIGH FIBER DIETS.			ADDRESSING: 4-UP CHESIRE MAGNETIC TAPE ($25.00 FLAT NON-REFUNDABLE FEE)
			SELECTIONS: STATE/SCF $5.00/M ZIP/SEX $5.00/M KEYING $1.50/M P/S LABEL $9.00/M
THESE SUBSCRIBERS ARE WISE MEDICAL CONSUMERS WHO CONTROL THEIR OWN FUTURE. THEY'RE EDUCATED, OPEN-MINDED, INFORMATION HUNGRY AND NOT INTIMATED BY THE MEDICAL ESTABLISHMENT. THEY BUY INFORMATION, PRODUCTS AND SERVICES THAT HELP PROTECT AGAINST HEART DISEASE, CANCER, HIGH BLOOD PRESSURE AND OTHER MEDICAL CONDITIONS OR HELP IMPROVE AND REVERSE CURRENT AILMENTS.			SAMPLE REQUIRED MINIMUM: 5,000

Hot damn! This one looks like it could be a *jackpot*. First, this is a *large* list which has a total of 739,000 names. That's good because, if we mail a small test sample of that mailing list... and... our mailing works... we can then roll-out our mailing in "snowball" fashion and... when we are finished... *we will have made a ton of money!* On the other hand, if we had chosen a very small mailing list... well, even if our test mailing worked... we'd find ourselves "all dressed up with no place to go."

To give ourselves the best chance possible, we are going to test names from those 548,000 *current* subscribers.Now look up near the top of the right-hand side of the page where it says "**SOURCE:**" See where it

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says "**DIRECT MAIL**" underneath? That means every name on that mailing list was generated by a *direct mail* sales message. This is *very* important. It means these people have already proven themselves to be responsive to offers that come to them by direct mail. You know, it's funny but, millions of people are *not* direct mail responsive. They will respond to offers on TV but not to offers made to them in print. This nation has been divided into "viewers" and "readers." That's why the aforementioned "SOURCE" info is so important. If this list had been generated by a TV infomercial, it would very likely be far less responsive to an offer delivered to them in the form of a sales letter.

So far, so good. We know what "delivery system" we are going to use and, by using this mailing list, we got ourselves an interested, *reachable* audience of people to whom we can deliver our sales message.

What are we going to sell them? When you want to make something as "bullet-proof" as possible...

Sell Them *More* Of What
They Have Already Proven
They Are Inclined To Buy!

Go back and re-read the description of that mailing list. The last sentence sums it all up: "**THEY BUY INFORMATION, PRODUCTS AND SERVICES THAT HELP PROTECT AGAINST HEART DISEASE, CANCER, HIGH BLOOD PRESSURE AND OTHER MEDICAL CONDITIONS OR HELP IMPROVE AND REVERSE CURRENT AILMENTS.**"

Makes it simple, doesn't it? What we are going to sell them is *more* health-related info. In the form of a report. A *printed* report. We'll discuss that in a moment. But first, let's talk about something which *used to be* legal but is *not* anymore. It's called "dry testing." Big publishers used to do it all the time. Someone would get an idea for a book but, he would *not* write the book. However, a copywriter would be hired to write a sales letter about that book... just as if... *it really did exist.*

A few thousand of those sales letters would be mailed out. When people responded, they immediately got their money back. Along with a short note of apology about the book being out of stock. If the publisher got a sufficient number of orders, he would go ahead and have the book written and printed. If he did *not* get enough orders, he would abandon the project and go on to something else.

Have you *any idea* how many thousands of books are written and printed each year that end up having almost no sales whatsoever? There are *thousands and thousands* of them. I want you to imagine the following events happening to you. Then, I want you to imagine how all this would make you feel.

You get an idea for a book. You spend all your spare time for two years writing the book. You put in *hundreds* of hours. When you are finished, you have your manuscript typed up and sent to dozens of publishers.

You get nothing but rejection slips.

You decide to publish the book yourself. *You* pay to get it all printed up, real neat and everything so, it looks just like a regular book. Then, you write a magazine ad about your book. You slave and slave over the advertising copy. Finally, you get the ad completed to your satisfaction and you have it typeset and you send it to whatever publication you have chosen. Let's say the publication you are going to use is *The New York Times Book Review* (a very good choice) which has a circulation of 1,800,000. So far, including the ad and the printing of your book, you've spent around $25,000. Then, after all that...

You Get Back
A Lousy Six Or Seven
Orders!

You can't believe it. You try other publications. You write different ads and different headlines. No matter what you do, it doesn't seem to make any difference. The results always suck. Finally, you end up with a garage full of unsold books, a checking account that's overdrawn, a badly wounded ego and a surly, bitter "the-world's-not-fair" attitude.

Happens every day.

So, how *does* this make you feel? A little sick to your stomach? A bit depressed? A tad discouraged? Like a

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failure? Like maybe you really are that worthless piece of shit your parents and friends told you, you were?

You don't want to feel like that, do you? Of course not. I don't want it for you either. Therefore, I guess I better tell you about...

The Advantages Of Direct Mail And *Legal* "Dry Testing"!

Here's what you do: You go to your local library. You get yourself a couple dozen books on the subject of health. What you want are books that reveal little-known health *secrets*. There are *hundreds* of them. As I write this, I'm sitting in the Miami Beach Library at 21st Street and Collins Avenue. (By the way, Meyer Lansky, who was the main money and numbers guy for the Las Vegas and Havana casinos, used to come here all the time. He'd read, do research and then walk across the street and meet his cronies at the world-famous Wolfie's Delicatessen.)

That's what I'm going to do today too.

What's that? You say you don't give a shit about Meyer Lansky or where I'm going to eat lunch today? Okay, okay, *back off!* Simmer down. Hey man, you ever think about switching to decaf?

Whatever. Since you feel that strongly about it, I'll get right back on track. As I said, I'm here in the library. I'm about to go to the section on health.

Here I go.

And, here I am back about *nine minutes* later. In this library, the health books are on the pink shelves in sections 612 through 616. There are indeed, many, *many* books on the subject. More, I suspect, than you could find time to read in several years. I've grabbed 15 of those books and carried them here to the table where I'm working. These are the titles:

1. ***HOW A MAN STAYS YOUNG***
2. ***FUTURE YOUTH***: *How To Reverse The Aging Process*
3. ***HEALTHY AT 100***: *7 Steps To A Century Of Great Health*
4. ***WHAT YOUR DOCTOR DIDN'T LEARN IN MEDICAL SCHOOL***... *And What You Can Do About It*
5. ***IT'S NOT ALL IN YOUR HEAD***: *A Couples Guide To Overcoming Impotence* (It says this book was written by the founders of Impotents Anonymous. I wonder how they start their meetings, don't you? Maybe something like: "Hi. My name is Gary and I can't get it up."?)
6. ***THE DOCTORS BOOK OF HOME REMEDIES***: *Thousands Of Tips And Techniques Anyone Can Use To Cure Everyday Health Problems*
7. ***LIGHT***: *Medicine Of The Future*
8. ***DO-IT YOURSELF MEDICAL TESTING***: *Over 160 Tests You Can Do At Home* (NOTE: *This* one could be a *jackpot*!)
9. ***DR. WHITAKER'S GUIDE TO NATURAL HEALING***: *America's Leading Wellness Doctor Shares His Secrets For Lifelong Health*
10. ***SYMPTOMS***: *The Book That Answers The Questions: Am I Sick? Is It Serious? Should I Call My Doctor?*
11. ***THE DOCTOR'S GUIDE TO YOU AND YOUR COLON:*** *A Candid Helpful Guide To Our #1 Hidden Health Complaint*
12. ***HOW TO PREVENT YOUR NEXT HEART ATTACK***
13. ***COPING WITH HIGH BLOOD PRESSURE***
14. ***THE 8-WEEK CHOLESTEROL CURE***: *How To Lower Your Blood Cholesterol By Up To 40 Percent Without Drugs Or Deprivation*

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15. ***8 STEPS TO A HEALTHY HEART***

These books contain volumes (pun intended) of terrific information. People are wising up to the fact that health is far too important to leave up to their doctors. There is a plethora of effective alternative choices for what ails you. Much (if not most) of conventional treatment by drugs and surgery can (and should) be 100% avoided. For example, there is now something you can buy in a health food store which reduces the size of an enlarged prostate more effectively than *any* prescription medicine. There is now a sure-fire cure for impotence. It works 92% of the time. More than 200,000 men have tried this... and... it just plain works. The rub is, there are *20 million* men who *need* to know about this who do not. It really is true. You can now have a woody anytime you want. So, if your little soldier won't stand up and salute like he used to, you can learn how to cure this problem in less than 15 minutes. High cholesterol? No drugs or heart bypass surgery is necessary. You can clean out your arteries naturally. Suffer from arthritis pain? There's an *awful lot* your doctor *doesn't* know. Like: Why it's almost impossible for arthritis to get better if you wear sunglasses. Cancer? You can probably cut your chances of getting it by 85% if you have the right info. Same story with heart disease.

And so on.

(NOTE: I took a break for lunch. Do you realize I may have just used the same urinal once used by Meyer Lansky? You should pay attention to things like this. It's important to have a sense of history.)

Back to work. What you do next is, you "*fast-scan*" all those books and take notes. Highlight all the important stuff with a yellow highlighter pen. Then, you *extract* all those facts you highlighted and type them up along with all the notes you've taken. Next, you take all those typed pages and you rearrange and rewrite everything in your own style. Put it aside, let it rest for a day, and then go back and *rewrite* it.

Type up your final draft and... *Presto! You've got your product!*

What shall we call this sucker? Hmn? As I look around, I see a lot of old people here in the library. I mean like *really* old. A lot of people retire here and it's very common to see people in their 80's, 90's and even 100's. They go bopping about hither and yon, seemingly oblivious of their advanced years. What's the matter with them? Why don't they just die and get the hell out of everybody's way?* Ah, whatever. Anyway, it does give me an idea. Maybe we could call our report something like...

The Amazing Health Secrets I Learned
While Sitting Around With
A Group Of 95-Year Old
People Who Refuse To Die!

It's just a thought. Anyway, I want to pause for a moment so we can reflect on how much money all this has cost us so far. Since the raw data (the books) were free... and... we did our own research, writing and typing, *we haven't yet spent a dime!*

The next step is creating a sales letter. I'll get to that later. But, for the moment, since I don't want to break the flow here, let's you and me "pretend" (just for now) we've gone ahead and finished that part. Please note: Once again, if we've done our own writing and typing, *we still haven't spent any money!*

Unfortunately, that's about to end. At this point, we do have to start shelling out some loot. Go back to page 2 and take another look at the data on the mailing list we are going to test. See where it says "**$125/M**"? That means we are going to have to pay $125.00 for every 1,000 of those names we use. (In direct mail talk, "M" means 1,000.) And, like it or lump it, the reality is, almost nobody in the business will rent fewer than 5,000 names. They figure anyone who wants to rent fewer than 5,000 names isn't enough of a player to mess with. However, just because you have to rent 5,000 names does *not* mean you have to mail all of them.

But, the fact is, to get the names, you have to order a minimum of 5,000 and, at $125/M, that's going to cost you $625.00. How do you rent the list? Call the list broker and tell him or her what you want to do. Send a check with a sample of your sales letter. (NOTE: Not all list owners require a sample of what you are going to mail but, this one

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*That *was* a joke, Dorkface. I *treasure* these people. They are, without doubt, the greatest unused source of *real* wisdom in America

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does. We know that because, on the data sheet (in the lower right-hand corner) it says "**SAMPLE REQUIRED**." That means just what it says: You *must* submit a sample of your mailing piece before you'll be allowed to test the list.

Some list owners will let you mail anything. Others will refuse to rent to you if they feel your offer is bogus or too competitive with what they are doing.

Anyway, assuming everything is hunky-dory, the list broker is going to ask how you want the names formatted. You can get them on disc, tape, in the form of what's called chesire labels... or... (and *this* is the way *you* want them)... "peel-and-stick" labels.

Hey, we be moving right along now, ain't we, Buckwheat? But, let's *speed up* the pace *even more!* While the list broker is arranging for the list owner to send you 5,000 names, you've got a few chores to do. First, you sashay your sweet little tush down to your local printer and tell him you need 1,000 plain white #10 envelopes. Tell him you want nothing printed on them except your return address. Which goes, of course, in the upper left-hand corner. You also order 1,000 smaller (#6) reply envelopes. You have three lines printed in the upper left corner where your customer can write in his name and address. You also have your name (or company name) and address printed in the middle so the postman will know where to deliver your loot. The only other thing that needs to be printed on the reply envelope is a square in the upper right corner. The words "**Place Stamp Here**" get printed inside the square. You also have 1,000 of your sales letters printed up. You have everything done in plain old black ink on plain old white paper.

I can't say exactly how much all this will cost you. But, if you are careful, it shouldn't be much more than $90 to $110.00.

Let's mush on. As soon as we get our stuff from the printer, we boogie on down to the post office and buy 1,000 first-class stamps. At .32¢ apiece, that's going to cost us $320.00.

What else do we have to pay? Actually, that's it. Assuming you do all the "grunt work" yourself, you are finished shelling out moola. However, you've still got some midnight oil to burn. You've got to fold all 1,000 of those sales letters. Insert them (and the reply envelopes) into the outer (carrier) envelopes. You've got to lick and stick all the stamps and seal all the envelopes.

A big package comes in the mail. It's got our 5,000 names on those "peel-and-stick labels." We peel off 1,000 of those labels and stick them onto our 1,000 stuffed, sealed and stamped envelopes. We wait until Saturday. Then, we deliver our letters to the post office.

Why wait for Saturday? We don't have total control over it but, as much as we can, we want to endeavor to have our letters arrive on a Tuesday, Wednesday or Thursday. On weekends people are busy. On Mondays they're swamped with work and worries. And on Fridays they're daydreaming about the upcoming weekend. Therefore, whenever possible, we mail on Saturdays because that gives us our best shot at having our letters arrive on a Tuesday, Wednesday or Thursday.

Capisce?

I have a little personal, private habit. I like to deposit my test letters at the post office *myself.* Then, after I drop them off, I always stop a minute on the sidewalk, hold my fists up over my head in a victory salute... and... say out loud...

It's *Alive!*

And, indeed it is.

Now comes the hardest part of all. *The waiting.* You have just spent a fair amount of time and energy and, a little money. If your test does not pay out, the loss will be small. In fact, you will have not failed. Instead, you will have given yourself a very valuable learning experience. But, if you win... *oh Lord, if you win...* well, let me give you an idea what *that* is like.

You have deposited 1,000 sales letters at the post office on a Saturday. Nothing happens on the weekend. Nor on Monday nor Tuesday. But, on Wednesday, when you go to your mailbox, your heart begins to race. You see a

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handful of mail. You pull it out eagerly and examine it. Your face drops. These are not orders. They are "nixies." Mail that has been returned to you because the person is no longer at that address. Or, because, the stamp fell off causing it to be returned for insufficient postage. There are 17 of these nixies. You are depressed. The next day, there are 11 more nixies. You start to worry. Is this a bad mailing list?

Probably not. Your depression clears enough for you to remember something Gary Halbert once wrote about in his newsletter: That it is common, even for a well-maintained mailing list, to be 5%, 6% or 7% "dirty." People move. Typists make clerical mistakes when they input the names. You mailed 1,000 letters so maybe, you don't have to worry. You've only got 28 nixies so far. That's well below the 70 you'd have to get to merit your starting to be concerned about the mailing list.

But tomorrow, there are more. Dejectedly you start to count them. There are 22... but... in amongst them... are three smaller envelopes! These contain orders for your report. Since you priced it at $39.95 plus $3.00 shipping and handling, that's $128.85 you've taken in. The next day (we're up to Saturday now) there are four more orders and seven more nixies. It's Sunday and you can't even think. You can't concentrate on anything. On Monday, you almost go crazy waiting for the mail. It comes. *There's a lot.* Oh no, a big bunch of nixies? *But only three of them are nixies!* All the rest, *all 27 others*, are orders. Tuesday is a disappointment. For *everybody* in the business. No matter how good your mailing is working, nobody ever gets much mail on a Tuesday.

Wednesday, there are 11 more orders. Day after day, they keep coming. Your mailing is now exactly three weeks old. You remember how Gary said on the 21st day (if you are mailing first-class) you'll have approximately 90% of all you are going to get. You total up your orders. You've got 63 already in-house. You can expect to get six to ten more. You're now almost certain to end up with somewhere around 70 paid orders.

You do the math. You can't believe it. Can this be true?

You shelled out a total of something like $900.00 to mail your 1,000 letters. That's .90¢ per letter. But, that includes those extra 4,000 names you didn't mail. More importantly, your test costs are (on a "per piece" basis) *very* high. Test costs are *always <u>much</u>* higher than "roll-out" costs. Printing and lettershop work can cost 20 times as much (per piece) for a short press run as it does for a long one. If you've got a winner, your *real* costs (when you "roll-out") are going to be (if you mail first-class) about .50¢ per letter. Or, about $500/M.

Trust me on this. I *know* whereof I speak.

Back to the numbers: Your test mailing of 1,000 letters has produced 70 orders. At $42.95 per order, that's a total of $3,006.50. Since your roll-out costs are going to be about $500.00/M, your gross income per 1,000 letters gets knocked down to $2,510.50. But wait. You've got to pay for filling orders also. At roll-out prices, that will cost you about $3.00 per order. So, filling 70 orders will cost you $210.00. Which knocks our income down to $2,210.00 per 1,000 letters mailed. There'll be other expenses for overhead and refunds too. Let's allow $210.00 per 1,000 letters mailed for all that. That's *very* high. But, it makes for easy math... because... in this example our net profit rounds off to $2,000.00 per 1,000 letters mailed. That's $2.00 *per letter!*

Go back and look at that list data information. How many names are there on that list? Gee, just counting *current* subscribers(the only ones we've tested so far) there are 547,000 more names. Uh, lemme see here, at $2.00 profit per letter ($2,000/M) that means... we are going to make...

$1,094,000!

From <u>one</u> letter.

To <u>one</u> list.

Sound impossible? It definitely *is not.* I've done it myself over and over. As have many others. Remember last month's newsletter? How I told you about sales letters I wrote in 1968? How Dennis Haslinger told me 600,000,000 of those letters have been mailed? How the company is *still* mailing 30 million of them per year?

How much profit have all those letters generated? I don't know. Maybe $1.00 per letter? That would be 600 million dollars of profit. Only .50¢ per letter? That knocks it down to a measly 300 million. Only .25¢ per letter? Oh boo hoo. Now, we're down to only 150 million in profit. What if it's only ten cents profit per letter mailed? Even at that, those letters made...

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Sixty *Million* Dollars!

Which was just the beginning. The *real* profits came from the "back-end" mailings. I don't know how many customers Halbert's Inc. has put on over the years. I know there was something like 7,300,000 *before* I got out of the picture. And... my first back-end sales letter to that list... (the one I wrote about last month with the fake photograph)... was paying off at a profit of like $3.00 per letter mailed. There were other back-end mailings too. *Plenty of them*. We are now talking about more money than I can deal with on a psychological basis. That's why Dennis ended up with the company and most all the money.

He deserved it. It was a *monstrous* job he did. Me? I'm a "Kitchen Table Kommando." I guess I always will be. Sometimes I hate it that I piss away all my earnings. The real reason I do (I think) is, it keeps me in my "comfort zone." I was waxing rueful about this once when a woman said to me...

> ***"Gary, we <u>want</u> you to <u>stay</u> on this cycle. It <u>forces</u> you to be even more creative just to bail yourself out... and... that's good for all of us who are your students."***

Whatever. I'd sure like to be able to relax once in a while, though. You know what I mean?

Aw nuts. People in hell wish they had ice water too. Let's keep on keeping on. Listen, what I've just given you is a "template" of how to do it. You do *not* have to mail to a list of health info buyers. You do *not* have to sell a report on health secrets. You have *thousands* of other choices. What I've just given you is a "real-life" example of how it happens sometimes. (More often, in fact, than you'd ever guess.)

What if our mailing had flopped? Well, at worst, we'd be out about $900.00. That's if we got *zero* orders. Or, if we got only three or four and we sent the checks back.

NOTE: You *can* fill those three or four orders by *xeroxing* your report instead of having it printed. (That's what makes this a <u>*legal*</u> "dry test.") It'll cost you more per order but you'll still be filling orders for less than seven dollars. Which means, if your results are "lukewarm"... (like only 15 orders per your 1,000 letters mailed)... you'll still get a gross income of more than $500 which means you only "lost" about $400.00.

A *very* cheap education.

What should you do if your test mailing does not get good (profitable) numbers? It's up to you. What I did is, I tried over and over until I got it right. Where do you get the money? I got it by not paying my rent and not paying my gas, electric and water bills. (I'm serious.) You know, it gets down to a very simple truth...

You Either *Will* Or You
***Won't* Do What You**
Have To Do!

The choice is yours.

Why direct mail? Why not TV infomercials, newspaper ads, selling on the World Wide Webb, classified ads, magazine ads or whatever? Let me tell you a story that illustrates one of the reasons: I got me and my family a really neat present for Christmas. It's a video phone. It's made by MCI and I got mine from Sharper Image. It looks just a like a regular phone... and... you can use it just like a regular phone.

Or, you can flip up the top of it (like it was a very small laptop) and you'll see a little TV screen. Above the screen is a little round piece of glass... behind which... is where the TV *camera* is. You would think this camera couldn't possibly work. It can't be more than about 1/2 inch long and it's only as big around as one of those yellow highlighter pens.

But it *does* work! It works *great!* The *full color* picture at both ends is sharp and crisp. It runs at about eight frames per second. That means you get motion. But not super smooth motion like when you watch a movie on your regular TV. Full *unnoticeable* motion requires about 35 frames per second. So, what this video phone gives you is kinda jerky.

But, it's still magic!

And get <u>*this*</u>: There's even a little "picture-within-the-picture." A little postage-stamp-sized picture which is black

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and white. It a picture of *you*. That way, you know exactly what the person on the other end is seeing.

Listen: *I've got a new granddaughter!* Her name is Zoie. I went to Los Angeles and saw her for the first time at Thanksgiving. I went to L.A. for Christmas too. But, this year, my son Jeff and his wife Jenna spent their Christmas at *her* parents in Saint Louis. They didn't get back to L.A. until a couple days after Christmas. By then, I was back in Florida.

But I still got to see my new granddaughter. With her fat, little squirrel cheeks, blue eyes, black hair and that sweet "melt-your-heart" look I see whenever I look at any of my kids or grandkids. *I could see her on my new video phone!* Just as plain as day. They held her in front of the phone and told her, "That's Grandpa." She wasn't much impressed. But she could see me and hear my voice and vice versa. I could see all the others too. Then, I picked up my phone and held it out the window and they could all see Miami Beach. Then, everyone went away except my son Kevin who is a photographer. He held up some pictures of attractive models for me to look at.

What if you wanted to hire one of our "*Charisma!* Girls" to appear in one of your marketing campaigns and you wanted to see what you had to choose from right away? Well, if you had one of these video phones (they're about $800.00 per unit) you could call me and I could show you models live and in person right there over the phone.

WHOA!

That Raises An Interesting Idea, Doesn't It?

What's this got to do with why I prefer direct mail as my favorite delivery system? *Plenty!* You see, my video phone *works*. It uses what now could be considered almost "stone-age" technology. A video phone call costs *exactly* the same as a regular call. Also, a video phone is just as easy to operate as a regular phone. All you do is plug in the power cord and the phone cord and you are ready to go. And, get *this:*

I, Gary C. Halbert, Can Use It All By Myself!

I hear you can make video calls with computers also. I'm sure that's true. I'm also sure it takes eleventy-seven geeks 150 hours apiece to get it going. That's at *your* end. Whomever you plan to call is also going to need another eleventy-seven geeks working at his end. Even then, after all that, all you are going to end up being able to do is make a "geek-to-geek" phone call.

Listen up: When you finally decide to *really* go for the money; when you are honest-to-God ready to stop fooling around; when you are *truly* ready to go for the *jugular*...

You *Don't* Want To Use "Cutting-Edge" Technology!

Almost nobody makes a profit on the World Wide Webb. Not one in 1,000. It *will* happen. But you let others work out the bugs. You're getting old too fast. Time is *racing* by. You didn't really have much time to live the day you were born! Life is too short. Therefore, use technology that's *already* in place. That's *proven* to work. Don't be a pioneer. They get arrows in their backs. Be someone who follows a *proven* template. Like the one I've just given you. Envelopes, printing, mailing lists, and everything else you need to succeed in direct mail... can be gotten... from *thousands* of vendors. They don't have to "invent" anything... or... "figure anything out." That was all done *years* ago.

Another advantage of direct mail over other delivery systems is *lack of censorship*. When you run newspaper or magazine ads, you are at the mercy of the people who own the publications. They'll tell you what you can and can't say. I've got one campaign (selling a "better-sex" video) where the ad gets so watered down by the newspapers, the profit... *is only a fraction*... of what it will be very soon... now that I'm switching to direct mail.

TV and radio stations will censor you too. They'll tell you what you can and can't put on the air.

Another advantage of direct mail is, it lets you remain *anonymous*. You can mail 10 million letters and your competitors and the government won't know as much about your business... as they would... if you ran *one* small TV ad... or... *one* small newspaper ad.

Another advantage is how well you can pinpoint your market. It's the difference between shooting with a rifle as

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opposed to shooting with a scattergun. There are more than 200 million names you can rent. Those names can be sorted out almost any which way you want. By *what* they've bought. By *when* they bought it. By *how* they bought it. By *how much* they paid. By when they were born. By the color of their eyes. By their height. *Every which way!*

Another big advantage of direct mail is "*consistency-of-results.*" The "pull" from one newspaper or magazine to another varies *enormously*. You can have what appears to be a big winner in Reno, Nevada and have that same ad turn out to be a big *loser* in Akron, Ohio. That's another reason I'm switching the "better-sex" video campaign from newspapers to direct mail. You see (if you know what you are doing) your direct mail "roll-out" results will almost always be *very close* to your test results.

And here's a HUGE advantage! It's *financing*. If you do everything I've told you in this letter and, you get good numbers, you'll never have to spend another dime. Why? Because, I can put you in touch with at least 100 people who will be glad to finance your mailing and split the profits with you. They'll mail those other 4,000 names you've got left over... (to confirm your numbers)... and then they'll pay all the costs and roll-out your mailing for you *big time!* And... if you've got a *really* good promotion... *your share can set you up for life!*

(Unless, of course, you are as dumb about money as I am.) You know something though? Whenever I'm down and out financially I remember one thing and it always brightens me up. You should remember it too. It's this...

You Are Always Only
One Good Sales Letter
Away From Having All
The Money You Need!

Now listen: What we did *not* cover here is something *very* important. That is, of course, the *actual writing* of the sales letter. I've covered that in past issues of this newsletter and I will do so again in future issues.

However, here is something that should be of interest to those of you want to make some serious money *now!* Remember how, a couple issues ago, I asked if there would be any interest among my readers in attending a seminar *only* on copywriting? Well, it turns out, there is a *a lot* of interest!

So, I'm going to have one.

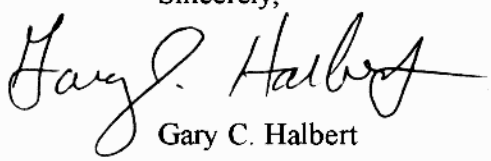
It's going to last three days and it's going to be *very different* from my other seminars. For one thing, it's going to cost less (*a lot less*) than I usually charge. For another, I am going to be the *only* teacher. The group will be small. I will work with everybody as a group... and... *individually*. It won't be videotaped. I'm tired of the damn cameras and lights and stuff interfering with what's going on. No guest speakers. It'll be in Miami... *not*... Miami Beach. There's too much distraction here at the beach. The hotel will be near the airport. Nobody will need a car. The hotel will not be fancy or expensive... but... it will be adequate. No girls in bikinis. No music. No stunts. Nobody trying to sell you something. This will *not* be a vacation for you. No...

It Will Be *Work!*

I'm going to push you like you've never been pushed before. But, if you "get" what I teach you (and you will because, I have ways to *force* you to "get it") you can be financially independent forever. The seminar will be next month (February) and the details are in the letter inside the enclosed envelope.

By the way, so is the February *Charisma!* girl. YAHOO!

Sincerely,



Gary C. Halbert

P.S. Since I'm keeping the group... *and the price*... so small, you might want to call my office right now before you even read the sales letter. It's better you do that than take a chance on missing out. Check with Audrey or Theresa. The number is **(305) 534-7577**.

Peace.

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Miss
Kari
Cherine

JANUARY 1996

NOTE: This is the calendar part down here.

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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by
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THE GARY HALBERT LETTER

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Phone
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Fax
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From:
Miami Beach, FL
Thursday, 10:27 a.m.
February 29, 1996

Dear Friend & Subscriber,

Sometimes I wonder about myself.

Have you ever seen a waterspout? They are small intense tornados that occur over water. I heard somewhere the winds in those things have been clocked at speeds in excess of 370 miles per hour.

Waterspouts are terrifying and terribly destructive. One of the bravest men I've ever known was once reduced to a frightened, sobbing, begging-to-God little child when a boat he was in got overtaken by one of these fiends of nature. Down in the Keys, they called this guy "Little Boy" because he was the opposite. He was a huge, smelly monster of a man and sometimes, he would run my father's lobster boat (the "Black Cat") when my Dad had it down in Marathon. I can still remember standing on the dock at Faro Blanco Marina and looking up at him sitting confident and arrogant in the captain's chair on the flybridge with his huge forearms resting on the steering wheel. This guy was a throwback to the caveman days and there was no subtlety or artifice about him whatsoever.

He operated almost 100% on the "lizard brain" imprinted somewhere in the cerebral cortex of all human beings.

But that waterspout sure brought him to his knees. The way he told it, the boat turned into a whirling spinning nightmare of uncontrolled violence. It was as though the hand of God had reached down from the heavens, seized the boat and began shaking it more violently than a level seven earthquake does to a home which has been built under specs.

I've been afraid of waterspouts ever since I first saw one and heard my father and others telling horror stories about them.

Inevitably, I ran into one. I was on my dive boat, the "Original Sea Hunt" when one appeared out of nowhere about 100 yards off the bow. It was a little one, a "baby" just in the formative stages. At that point, it was a frenzied circle of wind maybe 12 feet high. Looking up to the sky, I could see another spout of wind coming down from a dark cloud and trying to link up with the birthing demon on the water. Maybe a weatherman will tell you that's not how it works but, that's how it was that day.

I was up in the tuna tower and Randy Rode, a famous fishing guide in the Keys, was at the wheel downstairs. "Get up close to it, Randy," I hollered down. "Let's take a look at that sucker."

He edged the boat closer.

It was awesome. Spooky. The wind gave off a very powerful hissing sound like ten million rattlesnakes all getting ready to strike at the same time. "Go through it, Randy!" I yelled. "Charge right through that son-of-a-bitch!"

"We can't Gary, we can't," he shouted back.

Randy has lived around boats and on the water all his life. So did his father. And his brother. His *late*

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brother. Whose life was cut short by a sudden electrical storm when he was anchored right off the lighthouse tower at Sombrero reef. What happened was, a lightning bolt hit the tuna tower of the boat... *fried everything on board*... and... electrocuted Randy's brother. So, you can be sure, Randy has a healthy respect for what Momma Nature can do. Especially so, that day we were so far to hell and gone out in the Gulf Stream we were closer to Cuba than the U.S. when that damn waterspout came up out of nowhere. I kept yelling anyway...

"Randy, You Ain't Got A Hair
On Your Ass If You Don't Charge
That Bastard!"

"Do it!" I yelled, *"do it, run right through it!"*

R-O-A-R...RRR...RRR...RRR!

That "ain't got a hair on your ass" got him where he lived and he ran that boat right through the middle of that arrogant knot of intimidation. "AGAIN!" I yelled, "DO IT AGAIN!"

He did. Over and over we charged right through that waterspout. And you know what? *We broke that sucker up!* Tore it to pieces. Moments later it was like it was never there. I looked up to the sky and that evil bitch trying to mate with the one on the water was gone too.

Randy and I were faint with relief and giggling helplessly. Like little school girls.

I read a quote once that goes something like this: "Fear knocked on the door and when courage answered, there was no one there."

I suspect though, that idea ought not be stretched too far.

This all reminds me of what I did at the beginning of my seminar on "How To Write A Sales Letter That Will Make You Rich" which just ended four days ago. I'm not going to tell you here what I made the attendees do. That would take up too much space. But, it sure jolted the hell out of them. They were stunned.

They didn't know it (I think) but, I was quaking in my boots when I told them to do it. I figured they might all walk out on me. Nevertheless, I wanted them to really "get it" ("it" being what makes writing really work) so I took the chance. I knew they would either abandon me or, they *would* start to understand.

They got it. I made them do something they'll never forget for the rest of their lives. Just like I'll never forget that day out in the Gulf Stream when me and Randy Rode broke up that waterspout.

I'm not a brave man. Not at all. But sometimes, some other persona takes over my body and makes me do things I'd normally be too frozen with fear for the pathetic, sniveling actual me, myself to do.

Sometimes it works good too.

I think I'm trying to make a point here but, for the life of me, I can't imagine what it is. Ah, to hell with it. I'll go on to something else. Listen: The centerpiece of the pass-out materials at my seminar was a collection of "Masterpiece Letters" which have generated uncounted millions of dollars in sales and profits. That collection of "Masterpiece Letters" is worth 100 times the entire cost of the seminar... and... what I urged my attendees to do... was... take those letters home and copy them out in their own handwriting. Why? So they'd actually have a neurological imprint on a cellular level of what it feels like... *to actually write*... "killer" sales messages.

I wish *you* could do that too. Obviously, I can't reproduce all those letters here. However, I can give you the words of the headlines and/or opening sentences that were used to get 26 of those letters started. And, that alone, if you copy them in your own handwriting, will get *your* juices flowing and give *you* the beginnings of a superb neurological imprint that will serve you well the rest of your days.

Let's boogie:

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(go to page 3)

LETTER A: A masterpiece from the legendary John Carlton who has just written 16 "homerun letters" in a row!

World Famous Street-Fighter Will Give You A FREE GUN... Just To Prove He Can Take It Away From You *Bare-Handed* As Easy As Candy From A Baby!

Dear Friend,

I want to send you a free gun. (It is identical in CAD-imaged specs to the standard military-issue "Red Style" training gun.)

There are 2 things I want you to do when you receive it:

(1) I want you to set the gun aside, and watch the four videos I will also send.

(2) Then, I want you to give the gun to the toughest, biggest and most coordinated friend you have... and ask him to:

Point The Gun At You And Squeeze The Trigger!

It is important you choose someone who is larger than you. Preferably, he should also have some skill at fighting. *A black belt karate master would be perfect.*

Why am I asking you to do this? Because I want to **prove** to you that what you see on these video tapes will allow you to instantly take that gun away (bare-handed) and *put him down on the ground* before he can move a muscle to squeeze the trigger!

LETTER B: The beginning of a love letter to his wife Betty, from the late Joe Karbo:

Dear Betty,

I love you very much.

I want to take care of you and our kids for the rest of your lives. There'll be good times and bad. But I'll try to do my best with what I've got.

From time to time, I'll probably exasperate or annoy you. But I promise that you'll never be bored.

LETTER C: Selling the current version of "7 Steps-To-Freedom" by Ben Suarez:

Dear Gary C. Halbert,

I am writing to inform you about a 21-year, time-tested way to use your personal computer to make money right from your home; or, create multi-million dollar businesses from scratch without bank loans, venture capitalists, or selling stock.

LETTER D: Another Suarez promo:

Dear Gary C. Halbert,

I am writing to inform you about a truly simple way to access the worldwide Information Superhighway and a method to use your personal computer to make money right from your home.

LETTER E: Another Suarez promo: Beautiful, simple and deadly effective:

Dear Gary C. Halbert,

I wish to inform you that new research has finally uncovered the 5 causes of the lower abdominal bulge and how to flatten it like a board.

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LETTER F: Ended up getting a priest a wife he'll never understand:

Are you more than just another pretty face?

Generous Creative Businessman Wants To Find A Hot, Sexy Woman With A Good Sense Of Humor

LETTER G: A "Killer from Karbo":

The Lazy Man's Way To Riches

'Most People Are Too Busy Earning A Living To Make Any Money'

Dear Friend,

I used to work hard. The 18-hour days. The 7-day weeks.

But I didn't start making big money until I did less--a lot less.

LETTER H: A *Wall Street Journal* sub pitch mailed successfully (with variations) for more than 18 years:

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both--as young graduates are--were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

LETTER I: Once in a blue moon, Jay Abraham does get a good idea:

On October 1, The President's Sweeping Tax Bill Goes Into Effect. One Undervalued Investment Form Could Become The Greatest Single Beneficiary Of Them All...

Dear Valued Friend:

The congressional tax bill will affect more than just individual and corporate tax returns. The repercussions could be felt in everything from real estate partnerships and retirement plans, to savings accounts, stock portfolios, tax shelters and trusts.

LETTER J: Great grabber opening. Almost everyone I've ever met wishes they could write a book:

Dear Friend:

If you want to write and get published, I can't think of a better way to do it than writing books and stories for children and teenagers. Ideas flow naturally right out of your own life.

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LETTER K: Bull's-eye!

Free $39 Stock Market Innovators' Survey Explains 24 Specific Ways To Boost Your Profits In Common Stock Investing.

Dear Investor:

We'll send you a copy of a very unusual guide to Stock Market Investing that features interviews with 12 of Wall Street's foremost investment professionals. These successful money managers and investment analysts present their combined set of 24 investment strategies that could make you a more intelligent more successful stock market investor.

LETTER L: Anticipates resistance and meets it head-on:

Dear Music Lover,

Let me make a prediction--

I predict that many, many thousands of people who really love music will not mail in their vouchers for the 4 compact discs, cassettes or records we offer - simply because they're suspicious!

"There's got to be a catch," they'll say. "Getting up to $63.92 worth of compact discs, cassettes or records for nothing is just too good to be true."

LETTER M: Adapted from a great ad originally written to sell a book on how to bet on the horses and win:

I've got to get this off my chest before I explode!

Dear Inside View Subscriber:

I've been troubled, for a long time, with a major dilemma.

LETTER N: Who in the world could not read *this?*

Dear Friend,

I have a tax problem and I want you to be the beneficiary instead of the IRS...

LETTER O: Sometimes even I get lucky. This one started Robert Allen down a path that made him 75 *million* richer!

Robert G. Allen
Challenge Systems, Inc.
2010 Jimmy Durante Blvd./Suite 224
Del Mar, CA 92014

9:20 a.m., Thursday
December 22, 1988
Del Mar, California

Dear Friend,

As you can see, I have attached a penny to the top of this letter for two reasons:

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1. I have something very important to tell you and I needed some way to catch your attention.
2. Since what I am writing about concerns money, I thought a little "financial eyecatcher" was especially appropriate.

My name is Robert Allen. On March 13th, my staff hand-selected and taught 189 people etc., etc.

LETTER P: Makes you feel special... *and*... intrigued:

Dear Friend,

This private invitation is going out to just a handful of people, yourself included. I hope you'll accept my invitation. But even if you decide not to, I want to send you a gift... Absolutely Free.

LETTER Q: Excellent opening sentence even though it was used by a truly scummy human being:

Dear Friend,

Would you be pleased if you made 50% of your portfolio every 12 months? Your money would double EVERY two years--you could start with $10,000 and become a millionaire very quickly--13 years to be exact. Start with $100,000 and you're there in 7 years.

LETTER R: Don't you just gotta know what this is all about?

Dear Mr. Halbert,

Can one-third of all the millionaires in America be wrong?

LETTER S: CompuServe pitch to geeks:

Dear Friend,

If we're not mistaken, you're already quite familiar with computers and how to use them.

We believe you're also interested in ways your computer "know how" can help improve your life and the lives of those close to you.

LETTER T: I sure don't want to be an "also-ran", do you?

Dear Friend,

TWO YEARS FROM NOW, your business could be worth 2.5 to 25 times what it's worth today... Or you could fall into the list of business also-rans...

The choice is yours.

LETTER U: No kidding, hmn?

Dear Inside Sports reader:

Did you know that the long-term performance of baseball cards beats the pants off of stock, T-bills, and rare coins?

LETTER V: Sure I would:

Dear Friend:

If money were no object, would you own Encyclopaedia Britannica?

LETTER W: I wanna be special too:

Dear Friend:

The members of the National Audubon Society constitute only a fraction of one percent of America's population.

But they are a very important fraction.

LETTER X: I guess I <u>am</u> special after all: *(NOTE: Personalization in the letter is a <u>key</u> factor in pulling in more orders.)*

Gary C. Halbert
820 Ocean Dr. #308
Miami Beach, FL 33139

Dear Gary C. Halbert:

The Publisher of Advertising Age asked me to make a very special subscription offer to a small, select group of advertising and marketing professionals. Your name was submitted to me as one who qualifies.

LETTER Y: A Thomas Hall classic. This one gets my vote for the best opening sentence of a sales letter ever written. If you can't adapt and twist this opening to whatever you're pitching, you're hopeless.

Dear Friend:

If you would like to lose up to 63 pounds, then here is how I did it in Japan and why I think you can do it in America.

LETTER Z: See?

Dear Friend:

If you would like to make a lot of money FAST in mail order - right from your own home, and do it <u>now</u> - here is how I've done it several times in the Orient.

And why I believe you could do the same <u>in America</u> with information I'll <u>give</u> to you.

Listen you smuck. Save this issue forever. Copy these openings over and over in your own handwriting. This

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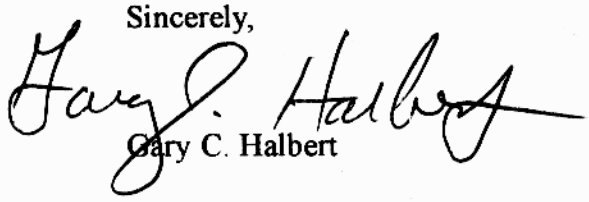
will give you an invaluable, neurological imprint of <u>great</u> writing. Doing this will help you "own" these masterpiece sentences and paragraphs. They will live inside you, mutate while you sleep, multiply into other great ideas. Do not think you are too advanced, too smart or too experienced to benefit (enormously) from this simple exercise.

You're not.

Sincerely,



Gary C. Halbert

P.S. The "high-concept" 100% utilitarian March *Charisma!* calendar is enclosed on a separate piece of paper. Use it wisely as a valuable tool to schedule your month.

And finally...

An Open Letter To All My Subscribers Who Are Pissed Off At Me Because They Couldn't Get Into My February Seminar!

Look, I am only one man and there are only 24-hours in each day. I often work now from before sunrise until I collapse somewhere around 10:30 p.m.

Yes, that last seminar was held on short notice and I'm sorry about that. In my favor, you should know though, I only mailed 1/3 of my list and I never expected the response I got. Therefore, we unfortunately had to turn away a frenzied horde of people who waited too long to sign up.

I've decided to do one more of these seminars and right here and now I'm giving everybody plenty of notice. This seminar will be held at the **Sol Miami Beach Hotel** at 3925 Collins Avenue in Miami Beach just like the last one.

I'm going to have it 50 days from now on **Friday, Saturday and Sunday, the 19th, 20th and 21st of April**. That gives you plenty of advance notice so you can book your flight now and get a really low airfare rate. This is also being held just <u>after</u> the height of the tourist season ends here in Miami Beach which means your hotel bill will be considerably less.

But, this letter is going out to ***<u>all</u>*** my subscribers which means this seminar will be sold out in a flash due to the fact... I HAVE TO KEEP IT SMALL SO I CAN WORK WITH EVERYONE INDIVIDUALLY!

By the way, you should know I didn't stop last Sunday until I had answered *every single question* the attendees had for me.

Want to come? Call **Audrey or Theresa** ***<u>NOW</u>*** to reserve your seat. If you don't... *you will be left out!*

(305) 534-7577

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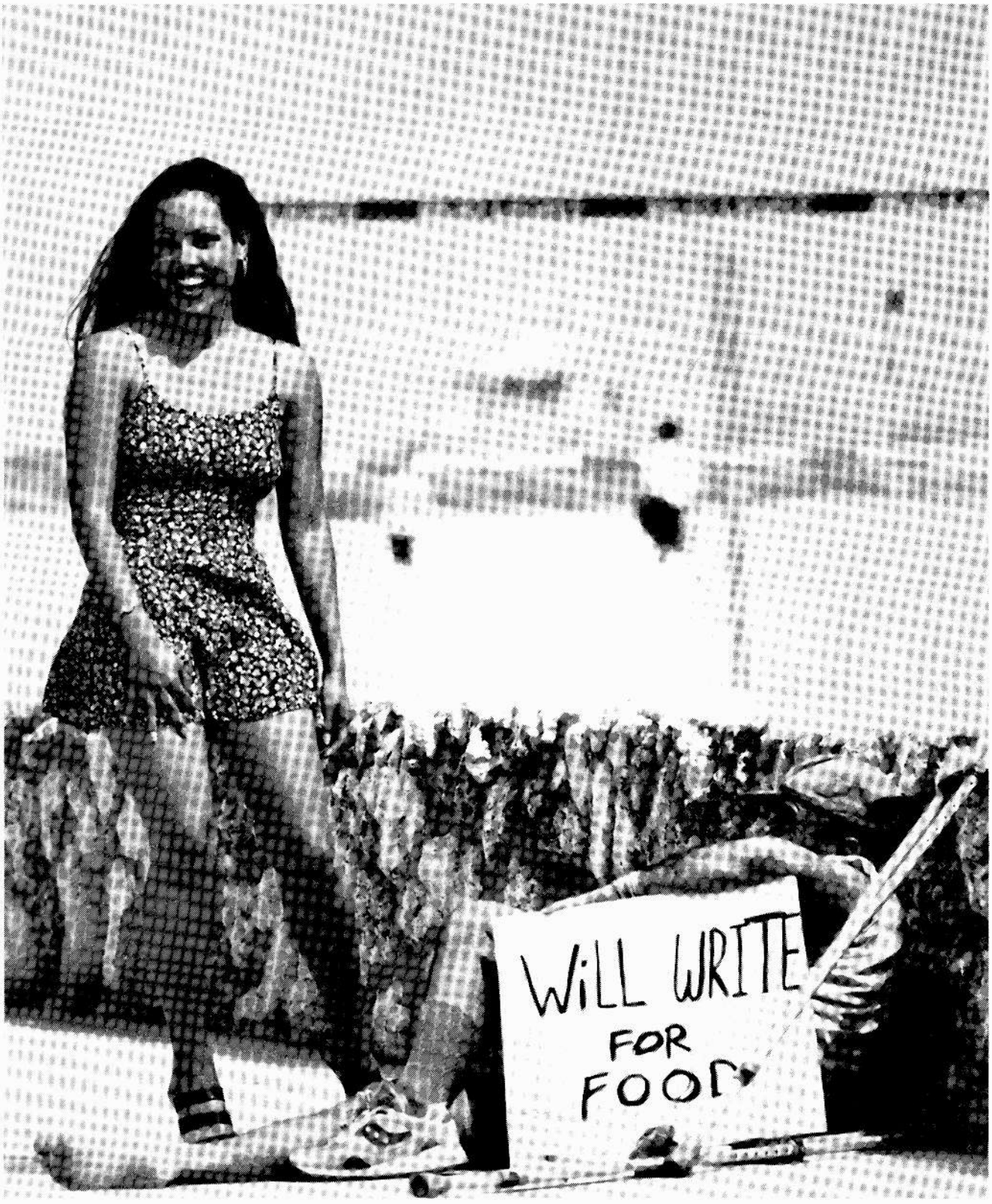
Charisma!



Miss
Gloria
Naranjo

MARCH

1996

calendar is here this month

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Gary C. Halbert

THE GARY HALBERT LETTER
820 Ocean Dr. #308
Miami Beach, FL 33139

Phone
(305) 534-2508

Fax
(305) 534-8366

From:
Miami Beach, FL
Friday, 8:50 a.m.
March 29, 1996

Dear Friend & Subscriber,

Nothing in business (Or life) is more expensive than bad information.

Used wisely, there is nothing more profitable than good information.

A sad fact, however, is all too many people make important business and life decisions with no information. Why? Is the information you need buried in a secret place or hidden somewhere in the bowels of the Pentagon? Nope. In fact, much of it is right out in the open, easily obtainable by anyone who wants it. Is all this valuable information protected by guns, watchdogs, sophisticated security systems and big, ugly lesbians wearing steel-toed shoes?

No.

Well then, what's going on here? Why aren't more people getting their hands on this readily available info? After all, this kind of little-known stuff can be your passport to riches. A virtual blueprint that takes the guesswork out of direct response advertising. So, why don't you have this kind of data in you hands right now?

I don't know.

But I do know this: After reading this issue, you will never again have to operate in the dark. I'm going to go into considerable detail here and give you step-by-step specifics... so... you can do all the necessary "Spy Work"... to get... all the answers you need... to make... all the money you want.

But first (as is often the case) you are going to have to endure another of my interminable "side trips". Have you seen the movie "Casino?" I've seen it twice. A rarity for me. It stars Robert Deniro, Sharon Stone and Joe Pesci. It's about a guy named Lefty Rosenthal who grew up in Chicago and started learning about gambling in the bleachers of Wrigley Park and Comiskey Park. Technically, Lefty may have been a "gambler" but, he did not believe in luck. Therefore, before he ever placed a wager, he set up an amazing information gathering network that fed him facts no other bettors knew about. Early on, he realized if he wanted to spend his life gambling and pit himself against the best bookmakers, there could be no such thing as listening to other people with their hunches and delusional ideas. "If I was going to make a living doing this," he said, "I was going to have to figure it out for myself and do it all myself."

So, starting out with college basketball and football, he subscribed to all the school newspapers and went through the sports pages every day. He'd telephone the reporters at the different school newspapers and make up all kinds of stories to find out different bits of info which didn't get into the papers. He started shelling out a few bucks here and there and soon had a network of people who kept him

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informed about college games.

He knew if a player had hurt his ankle and was playing slower. He knew when a quarterback was sick. He knew if a player's girlfriend was pregnant or had left him for someone else. He knew if a player was smoking dope or snorting coke. He knew about injuries that didn't get into the papers. He even knew about injuries...

Players Kept Secret From
Their Own Coaches!

When he was thirty, Lefty moved to Miami with a bankroll of $15,000. By the end of the college basketball season, he had moved his $15,000 bankroll up to seven hundred and fifty thousand dollars.

One day Lefty gets a call from a pal in Kansas city who told him he didn't think Wilt Chamberlain (who played for Kansas City at the time) was going to play that night.

This was crucial info. Chamberlain was the team. If it was true he wouldn't be playing, then Kansas City just wouldn't (couldn't) win.

Period.

It appeared somebody, maybe a nurse, had leaked the info that Chamberlain's testicles had swollen so big he could hardly walk. Lefty checked around and was able to verify this info with Chamberlain's doctors. He gave the guy who called him with this tip a free five thousand dollar bet on the game. And then, he began to bet himself. On a bet like that, Lefty and his partners would try to get down as much as possible. They bet with bookmakers all over the country. Lefty had a bank of special phones in his apartment. He had (retired) phone company guys fix his phones so he had speed dialing... before... there even was ... speed dialing. When Lefty and his pals pounced on a game...

It Would Only Take Them
Three Or Four Minutes To Get Their
Bets Out All Over The Country!

There's a lot more to the Lefty Rosenthal story. He went on to become one of the most powerful and savvy casino managers in Las Vegas. Nowadays, you can find him in Eric Weinstein's neighborhood, (in Boca Raton, FL) keeping an eagle eye on the management of CROC'S. I highly suggest you see "Casino", the movie based on his life. Or better yet, read the book of the same title. Whether you do or not, however, I've already told you enough (I hope) to make my point. Which is...

Good Info Can
Make You Rich!

Now, let's me and you go get some. I'll get the Rolls Royce washed and detailed and you make reservations at the Forge and La Voile Rouge and then tonight... Oh wait! Some kind of Neanderthal neurology seems to have kicked in there. I lost it for a moment. When I said "let's go get some" I was, of course, talking about information.

Ahem. Let's get back on track. Focus Halbert, *focus*. Alright, do this: Go out and get yourself one of those little tape recorders that comes with one of those little suction cup thingys. You know what I mean, Jellybean? I'm talking about one of those whatevers you plug one end into the tape recorder and moisten the other end (the suction cup thingy end) and attach it to the earpiece of your phone. They're cheap. You can get one at Radio Shack or K-Mart for chump change.

While you're out and about, get yourself some blank envelopes too. And some stamps and writing paper. Now, when you get back home, sit your silly ass down at the kitchen table and start writing your

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name and your return address in the upper left hand corner of all those envelopes you bought. But, I want you to change your name on every envelope you address. You don't have to change it much. Just by one letter each time. Like this:

Gary Albert, Gary Balbert, Gary Calbert, Gary Dalbert, Gary Elbert, Gary Felbert, Gary Gelbert, Gary Helbert, Gary Ilbert, Gary Jalbert, Gary Kalbert, Gary Lalbert, Gary Malbert, Gary Nalbert, Gary Olbert, Gary Palbert, Gary Qualbert, Gary Ralbert, Gary Salbert, Gary Talbert, Gary Valbert, Gary Walbert, Gary Xalbert, Gary Yalbert and Gary Zalbert.

Hey, That Was Fun Wasn't It?
Let's Give Ourself 26 More Names!

Ary Halbert, Barry Halbert, Corey Halbert, Darey Halbert, Eary (?) Halbert, Fairy (shut up) Halbert, Garry Halbert, Harry Halbert, Iary Halbert, Jerry Halbert, Kary Halbert, Larry Halbert, Mary Halbert, (hey, I can wear drag too), Nary Halbert, Oary (that's a stretch) Halbert, Pary Halbert, Quary Halbert, Rory Halbert, Sary Halbert, Tary Halbert, Uary Halbert, Vary Halbert, Wary Halbert, Xary Halbert and Zary Halbert.

This Is Addictive! I'm
Gonna Give Myself Even
More Names!

Gary A. Halbert, Gary B. Halbert, Gary C. Halbert, Gary D. Halbert, Gary E. Halbert, Gary F. Halbert, Gary G. Halbert, Gary H. Halbert, Gary I. Halbert, Gary J. Halbert, Gary K. Halbert, Gary L. Halbert, Gary M. Halblerlt, Gary N. Halbert, Gary O. Halbert, Gary P. Halbert, Gary Q. Halbert, Gary R. Halbert, Gary S. Halbert, Gary T. Halbert, Gary U. Halbert, Gary V. Halbert, Gary W. Halbert, Gary X. Halbert, Gary Y. Halbert, Gary Z. Halbert.

That's 78 new names. That'll do it for now.

For me. Now you do the same.

Now, I want you to go out and get yourself copies of the following publications: Success, Entrepreneur, Inc., Business Week, Small Business Opportunities, several different "In Flight" magazines and, in general, any other magazines that have lots of mail order and / or direct response ads.

Then, go get these newspapers: USA Today, Wall Street Journal, Investor's Business Daily, any big metro newspaper, Barrons, The National Enquirer, Financial Times and, whatever other papers you can find (SpotLite is a real good one!) that have lots of mail order and / or direct response ads. Go through all those publications and cut out dozens of the ads. Separate the ads you cut out into four different categories:

Now listen, some of those ads will let you write for the extra info, instead of telephone. So good, that's how you'll use all those blank envelopes where you wrote all your different "aliases" on in the return address part.

(1) Ads that flat out ask you to buy something.

(2) Ads that ask you to call for a free report on some other type (usually a letter) of written material.

(3) Ads that ask you to phone to listen to a free recorded message.

(4) Ads that seem to want you to call and talk to a real live human being.

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Ok, you got that all done? Of course you don't. You're too "sophisticated" and just plain lazy to do this kind of grunt work, aren't you? Whatever, I guess I'll have to do it for you. I knew I would. So, here I am sitting with 417 ads on my desk and trusty Audrey sitting across from me sorting them into categories. Let's start with the ones that flat out are asking for your money. Look, I know you're cheap so I'm only including a few here in that category.

MAIL ORDER MAGIC

Would you like to make $100,000 per month? Proven money making technique. Step by step instruction. Guaranteed success! Unlimited earning potential. Financial security. Special BONUS OPPORTUNITY included. Make your dreams come true, NOW! Send $24.00 + $1.50 postage to: RICHMOND ENTERPRISES; 2354 Deep Draw Road 1E, P.O. Box 905; Crossville, TN 38557.

JOBS OVERSEAS!

Int'l Employment Gazzet publishes 400+ listings every 2 wks. 6 issues $35.
VISA/MC 1-800-9188 or send Chk/MO to: 220 N Main St. Suite 100W Greenville, SC 29601

SAVE $30

JOIN 51,000 IFPO MEMBERS IN 131 COUNTRIES

10th Anniversary

MEMBERSHIP DRIVE

Lifetime IFPO Membership only $35

Join the International Freelance Photographers Organization NOW and receive a Lifetime Membership with FULL BENEFITS *plus* Member I.D., Certificate and LIFETIME Subscription to *Today's Photographer*.

11 MEMBER PROGRAMS: PRESS Identification, MODEL Consulting, Certification, News, Directories, Photo BUSINESS FORMS, Instructional Videos, Photo Contest, Books, DISTRIBUTORSHIPS.

USE YOUR PERSONALITY TO GET WHAT YOU WANT

Find out how you can achieve success in your personal or business life by taking a simple 20-minute personality test designed by one of the nation's notable psychotherapists.

Send $5.00 to:
THE BOTTOM LINE, INC.,
P.O. Box 16242, Pittsburgh, PA 15242
MONEYBACK GUARANTEE

AMERICA'S MOST TALKED ABOUT FASHION ITEM

MELROSE Y NECKLACE

AS SEEN ON TV ON AMERICA'S MOST POPULAR STARS!

The most looked at, talked about, and sought after necklace today. High quality oxidized STERLING SILVER links with GENUINE AUSTRIAN CRYSTALS. The sleek, stylish design makes this necklace a pleasure to wear anytime, anywhere.

AVAILABLE IN JET BLACK, GARNET, OR CRYSTAL.

LIMITED QUANTITIES NOW AVAILABLE AT NEAR WHOLESALE PRICES!

ONLY $9.95

DEPARTMENT STORE PRICED AT $30 & UP

MONEY BACK GUARANTEE!

YES! RUSH ME THE MELROSE Y NECKLACE

Name _____
Address _____
City _____
State/Zip _____
Acct. No. _____
Exp. _____
Signature _____

Send me ___ Necklaces @ $9.95 each =
(___ Jet Black)
(___ Garnet)
(___ Crystal)
Shipping & Handling $2.75
Total

Check Enclosed Mastercard Visa Discover
(Make check payable to: Crystal Collection)

Allow up to 4 weeks for delivery.

Mail to: CRYSTAL COLLECTION
Park West Finance, P.O. Box #20660, New York, New York, 10025-1515

LOSE FAT
THE EASY WEIGH™

Quick, Safe, Effective

New exciting Dr. approved weight loss program puts it all together. Learn how to dress thinner, put your Couch Potato on a diet, prepare delicious meals, snack or dine out guilt free while losing lbs. & inches

ORDER NOW to receive Your **FREE Hand Held Fat Gram Calculator**

Send $19.95 plus $4s/h to: **Easy Weigh**
P.O. Box 3261, Summerville, SC 29484
SC Residents add 6% sales tax or $1.44
30 Day Money Back Guarantee
Come see us on the
World Wide Web
http://www.easyweigh.com/diet/

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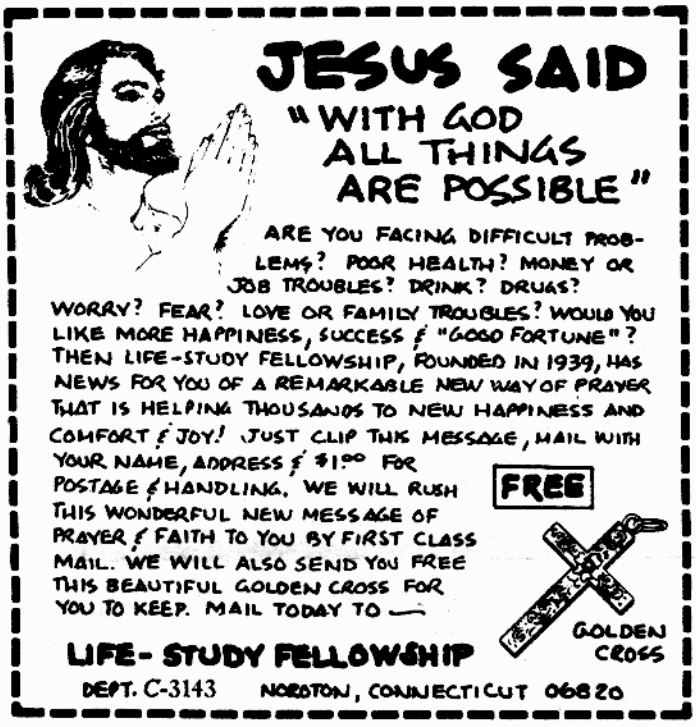
JESUS SAID
"WITH GOD ALL THINGS ARE POSSIBLE"
ARE YOU FACING DIFFICULT PROBLEMS? POOR HEALTH? MONEY OR JOB TROUBLES? DRINK? DRUGS? WORRY? FEAR? LOVE OR FAMILY TROUBLES? WOULD YOU LIKE MORE HAPPINESS, SUCCESS & "GOOD FORTUNE"? THEN LIFE-STUDY FELLOWSHIP, FOUNDED IN 1939, HAS NEWS FOR YOU OF A REMARKABLE NEW WAY OF PRAYER THAT IS HELPING THOUSANDS TO NEW HAPPINESS AND COMFORT & JOY! JUST CLIP THIS MESSAGE, MAIL WITH YOUR NAME, ADDRESS & $1.00 FOR POSTAGE & HANDLING. WE WILL RUSH THIS WONDERFUL NEW MESSAGE OF PRAYER & FAITH TO YOU BY FIRST CLASS MAIL. WE WILL ALSO SEND YOU FREE THIS BEAUTIFUL GOLDEN CROSS FOR YOU TO KEEP. MAIL TODAY TO —
FREE
GOLDEN CROSS
LIFE-STUDY FELLOWSHIP
DEPT. C-3143 NORTON, CONNECTICUT 06820

AMAZING GRACE
I Need Thee - Nearer My God and more beautiful songs. Cassettes, $12.95 - S/H $3.50 to: Sacred Songs & Music, Box 1826, Niagara Falls, NY 14032-1826

WORK AT HOME ideas. $2.00/SASE: RWN, 328 Sullivan, Mt. Morris NY 14510

MAKE BIG MONEY NO DOWN SECRETS to a real estate fortune. Top selling book! Only $26.95. Satisfaction Guaranteed. (800)860-3389

Clueless? http://www.writemer.com/~webstudio
If competitors, customers, and even your kids know more than you about the World Wide Web... You need our 25-minute video!
The World Wide Web: Getting Down to Business $39. *plus 2.50 S/H*
1-800-205-2489 Minnesota River Studios

The Xandria Collection, Dept. POP195
P.O. Box 31039, San Francisco, CA 94131
Please send me, by first class mail, the **Xandria Gold Edition Catalogue**. Enclosed is my check or money order for $4.00 which will be applied towards my first purchase. ($4 U.S., $5 CAN., £3 U.K.)
I am an adult over 21 years of age *(signature required)*:
_____
Name _____
Address _____
City _____
State _____ Zip _____
Xandria, 165 Valley Drive, Brisbane, California 94005-1340
Void where prohibited by law.

Next, I want you to order everything advertised in those ads. Do it with money orders and use a different name on each money order. Use the name that corresponds to the name on the envelope you're using.

Now, here are some ads that want you to call and listen to a free recorded message:

LOVE MONEY SUCCESS
PSYCHIC CONNECTION
Nationally recognized, friendly psychics want to help you
NOW!
1-800-684-4506
Amazing 24 hr message reveals details.

SPEAK AND GROW RICH. International seminar company expanding . Speaker/facilitator opportunities. 1-800-672-2856

KEEP YOUR MONEY. How-to Int'l banking, forign investing, foregn business ops. Secret tips on money management. (410)783-0211

LUCRATIVE HOME BUSINESS. Excellent careers or extra income. Recorded details: (313) 729-1243

JANITORIAL BUSINESS PACKAGE. Sales, biding manual, training videos. Free information: (206) 298-0942

CRAPS! REVOLUTIONARY SYSTEM wins consistently. Guaranteed! Free recorded message. 1-800-271-7711

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And, mushing right along, here's some ads that want you to telephone for more info:

LOW COST INCORPORATION

50 STATES NO LAWYER'S FEE

Full service, complete corporate package. Superior tax, liability & privacy protection for franchises, consulting & other businesses.

Call today! 1-800-462-4633

INC. PLAN (USA) WILMINGTON, DE 19801

Make Good Health Your Business!

Operate your own Distributorship. Sell America's best vitamin values!

No fee. No minimum. No inventory requirements. Not MLM. Factory direct to you at Dealer Prices. Over 300 products. Effective sales aids, including "your own" informative 48 page color sales catalogs.

Call for Business Kit. 1-800-645-6567

or write to: **VPI** Dept ER
Box 0818, 39 Saint Mary's Pl.
Freeport, NY 11520-0818

Be a home inspector!

Home study. Start a profitable home inspection business. Learn what the pros know.

Free literature: 800-223-4542

Name _____ Age ____
Address _____ Phone ( )
City/State _____ Zip ____

School of Home Inspection, Dept. PPC354
PCDI, 6065 Roswell Road, Atlanta GA 30328

Home Study

ACCREDITED B.S. DEGREE in Computer Science

Easy-to-study lessons in Multimedia, C, C++, Visual Basic, Assembly Language, Unix, Database Design, Cobol, Ada, Pascal, & many more lead to the only home-study BSCS degree accredited by an agency recognized by the U.S. Department of Education.

Professional software & hardware provided at no extra charge. Programs in Computer & Electronics Engineering Technology as well. Over 44 years experience. Accredited by the Distance Education and Training Council.

Free Catalog: 1 (800) 955-2527

GRANTHAM College of Engineering

Grantham College Rd., Slidell, LA 70469-5700

CELL TECH SUCCESS!

Financial independence can be yours! Enjoy better health and more free time. Our proven network marketing success formula is in momentum! Featured in *Success*, April 1995. The very best training and support team will help you every step of the way.

Free information package!
1-800-401-2286
(24 hours)

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March 22-23-24, 1996
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Dr. Charles King, Professor, MLM researcher, and consultant, Rene and Mark Yarnell, 1993 "Leaders of the Year" and international entrepreneurs, and Scott DeGarmo, Editor of *Success* Magazine will repeat the first college level, certificate seminar in network marketing in industry history.

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Phone: (708) 790-6050
Fax: (708) 790-0209

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(619) 492-8493 CALL NOW!

* Computer Bulletin Board Systems

Man oh man, that was a lot of calling and writing and listening, wasn't it? Fear not! I am now about to illuminate a little-known secret which will make all your effort so far make sense to you. What it is, is...

It Is The Amazing
Secret Of "Reverse" List Testing!

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Listen up: You know how, when you test one mailing list against another... or maybe... you're testing several mailing lists? OK, say you're mailing a 5,000 piece test to each list and one list pulls 12%, another pulls 2% another pulls 1/2 of 1%, another pulls 8% and so on. How do you tell which lists pulled what response? I'm sure you know the answer: You "code" the responses. You have the phone callers on one list ask for a certain extension... and... people on other lists ask for different extension numbers.

Same difference with orders that come in by mail. The return envelope and / or order coupon is coded (usually by Dept.#) differently for each list you are testing. Written responses from list "A" go to Dept.#101 and those from list "B" go to Dept.#102, etc.

You also, of course, code your responses from magazines, newspaper and TV ads.

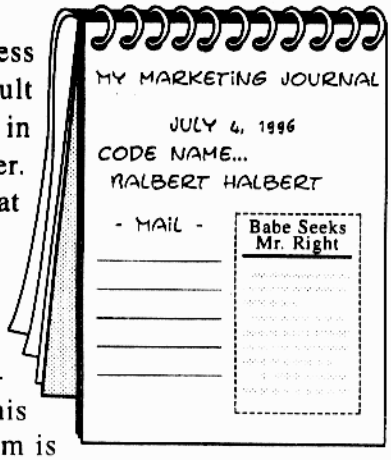
If you don't do this (or, if you screw it up) it can lead to disaster. A simple scenario: You run a full page ad in two different magazines. Each ad costs maybe $20,000. One magazine produces $50,000 in orders and the other only $4,000 (yes,the differences <u>are</u> that big). But, you get your response codes mixed up... and... you reschedule your ad in the magazine that was a loser.

Wouldn't That Suck?

So, you are, of course, very careful about monitoring your response codes. Now, let's do that "in reverse" so we can sleuth out some valuable marketing data. You get a letter in the mail asking you to subscribe to a newsletter called "Mutual Fund Investing". You decide to give it a try so, you call **1-800-211-8557** and tell the person who answers you want to subscribe. At that point, you will be asked to read off the "priority" number that appears above your name on the mailing label. That same mailing label(with the same priority number) is also attached to the order coupon in case you decide to order by mail instead of phone. Therefore, the publisher of this newsletter can tell what mailing list you are coming from... or... what test mailing package you are responding to.

Very valuable info.

For the publisher. But, how about you? Wouldn't you like some valuable info too? Of course you would. So... here's what you do. When you sign up for that mutual fund newsletter... or buy a book... or other stuff by mail or phone, you do so under the names Balbert Halbert, Calbert Halbert and so forth.



A little time passes. you start getting other offers in the mail. And guess what? You now know that everything addressed to Albert Halbert is a result of you signing up for the Mutual Fund letter. And everything that comes in for Balbert Halbert is because you signed up for some other newsletter. Everything that comes in for Calbert Halbert is because you bought that tummy reducer.

Look, you need to start keeping a marketing journal. You paste in that journal every single ad you respond to. You record the date you responded and the name you used. You cross reference your journal to all the subsequent mailing you received as a result of responding to any given offer. This way you'll know what other offers the original company you bought from is sending you... and... you will know what companies are renting their mailing list.

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With a little work you can find out almost every marketing secret any direct response company is using.

Let's fast forward to about six months from now. Imagine this: Imagine you are about to try to market a book on how to buy and sell Real Estate. You go to your journal. There you find 35 different ads you've responded to that were Real Estate info related. You have all the follow-up mailing pieces. You have tape recordings that reveal how they take orders over the phones. You'll know the "Up-sell Script" they use to bump up the amount of their average order. You'll know what other offers they have found to be profitable to their list of customers. You'll know who is renting that list on a regular basis and what they offer. You'll know how they time their follow-up mailings. You'll know how long it takes them to fill an order or respond to an inquiry. Just think...

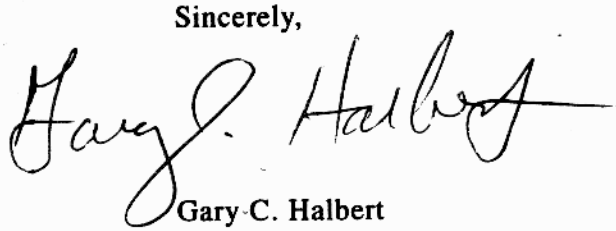
You Will No Longer
Have To Create In A Vacuum!

You'll have a "Fodder File" that's invaluable. You'll have original ads, follow-up offers, telephone scripts, brochures, video's, audio's... the whole shebang. You'll know all the different "selling formulas" (models), the price points... Everything.

And, inspired by all this, you'll go out and do something successful your own damn self.

Would that be nice?

Sincerely,



Gary C. Halbert

P.S. Do you need a good Copywriter? If so, give Theresa a call **(305)534-7577** and she'll give you some info that is real interesting.

Peace.

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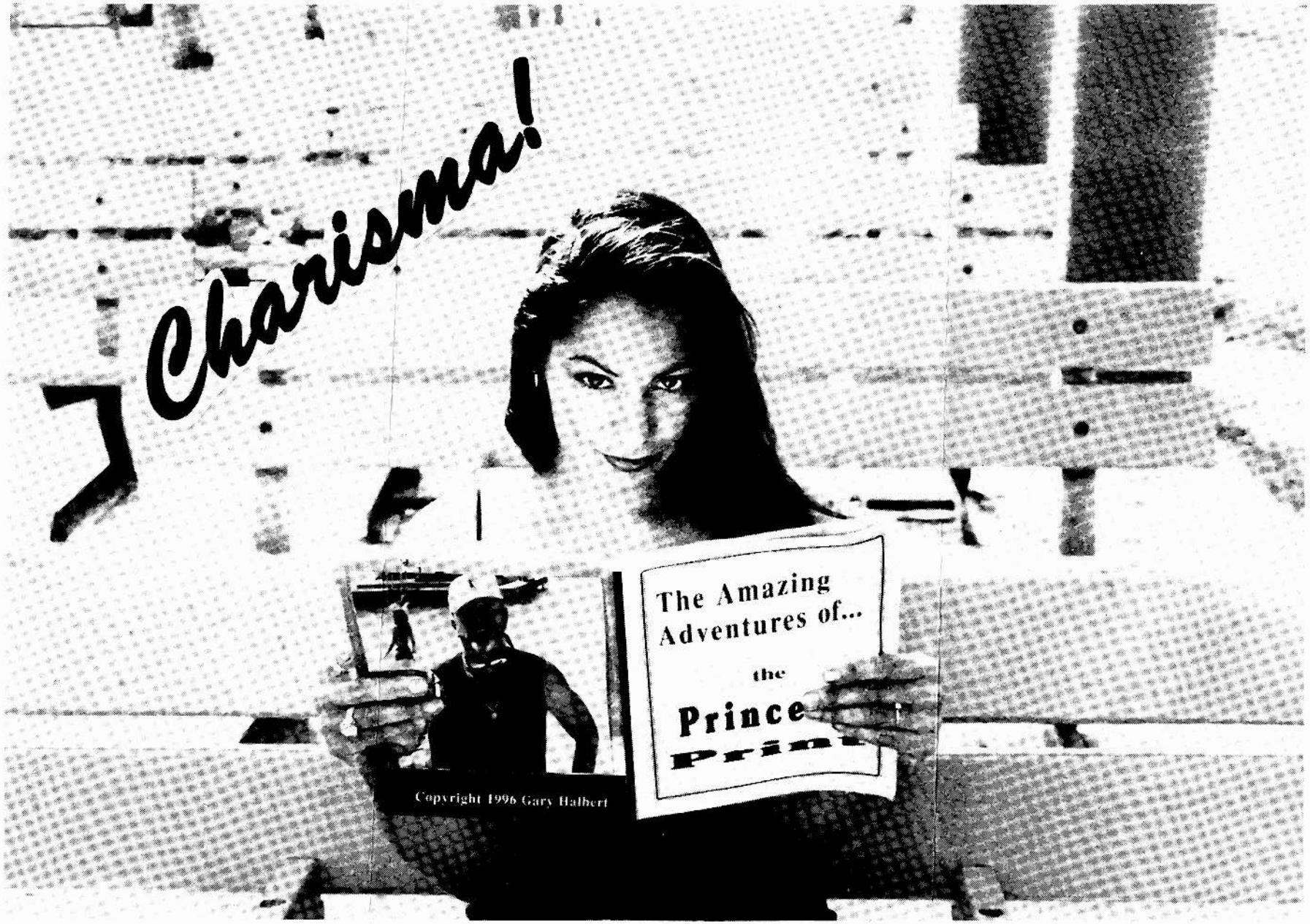

Miss

ROSA GARCIA

APRIL 1996

Did You Listen To The Audio Tape And Do Your Little Writing Assignment?

From: Miami Beach, FL
Tuesday, 8:45 a.m.
April 30, 1996

Dear Friend & Subscriber,

Well, I hope you've listened to the audio tape and written and mailed those two letters I dictated. Obviously, I have no real control over whether you did that stuff or not.

But, I hope you did.

Here's why: Look, about 30 years ago, I decided I wanted to become the best copywriter who ever lived. I've achieved that goal. At least I've achieved it in my own mind (the only place it really counts) and, to my own satisfaction. Now, I want something different.

I Want To Be The Best
Copywriting *Teacher* In The World!

And, by God, I think maybe I am. Listen up: I have a friend who is, arguably, the deadliest man on earth when it comes to hand-to-hand fighting. What he likes, after he trains someone is, to have that person go hang out in biker bars.

He doesn't tell them to pick fights... because... he knows the *bikers* will take care of that part.

Anyway, just to stay "tuned-up" my friend goes out to a biker bar every once in a while, all by himself. He just sits there until one or more bikers (the more the merrier) starts a fight with him... and then...

He Beats The Living
Shit Out Of Everybody
In The Bar!

He's been doing this for years. Now, let me ask you something: If you *had* to learn how to fight (like maybe you *knew* you were going to have to defend your wife or one of your friends) who would you want to teach you how to fight? Some movie star, kick-boxing, karate guy like Chuck Norris... who literally... *has never been in a fight in his life?*

I don't think so.

I think you'd rather be trained by someone like my friend who has... *in real life*... been putting his ass on the line for years... and... who is *always* ready to do it again.

Anytime. Anywhere. Anyplace.

The choice is obvious. Unless you are a complete moron, you always bet on a guy who "walks-the-walk"

(go to page 2)

instead of some lame dipshit who just "talks-the-talk." And, when it comes to copywriting, that's *me!* I'm the only teacher in the world who has been hanging out in the "Biker Bars of Marketing" for more than 30 years... and... who is always ready and willing to prove he is the best copywriter who ever lived.

Anytime. Anywhere. Anyplace.

Do you have the guts to go into the baddest "Biker Bars of Marketing" with me? I'm not going to lie to you and tell you it's not going to be hard. I'm not going to lie and tell you it's not going to be scary.

It is hard. It is scary. It'll jolt the hell out of you. But, if you have the "heart" for it...

You Can Achieve Total
Financial Freedom For The Entire
Rest Of Your Life!

You can get everything you need in the way of "equipment" from your local drug store for $1.39. (I actually went out and priced it.) You can, if you choose, work at home from your kitchen table. You can live anywhere you want. You can make huge amounts of money in a remote "Unabomber-type" cabin, a motor home, a boat... or... a mansion (you'll be able to afford one)... or... a more conventional type "normal" office. It just doesn't matter.

Best of all, you will *never* have to kiss anybody's ass for money... *ever again!*

Let's get down to it: If you listened to the audio tape and, you were fully alert, you were an "audio witness" to something very strange. You heard me direct a room full of people to write two letters to their very own mothers... and... one of those letters described "mom" as "nothing but a wrinkled up old bitch"... and... "the biggest waste of skin God ever created."

Then, 2-1/2 days later (as you heard on the tape) you heard those people describing the "learning experience" I gave them as life-saving and almost... *spiritual.*

What happened between the time I had all those people writing that awful letter to their mothers... and... 2-1/2 days later when I had them all raving about what they had learned? It's very simple: I taught them...

How To Survive, Prosper
And Kick Ass In The Biker
Bars Of Business And Marketing!

You'd better learn too. You see, in today's dog-eat-dog business environment, there ain't nothing but "biker bars" out there. These days, there's so much competition in every area of business... and... *especially* in marketing... that... you've got to be a stone, flat-out "Marketing Ninja" if you are serious about making serious money. If you truly want to succeed, the training you need... the training you must undergo... is BRUTAL!

It's like old age: It's not for sissies.

A long time ago, I met a man I thought I despised. I was in the Army in Fort Knox, Kentucky in basic training.

He was a little Puerto Rican guy and he was my platoon sergeant. He was very unfair to me. Once, we were going through tear gas training and my mask slipped off and I got sick. During the march back to camp, I felt so bad I fell down. I figured my sergeant would tell some of the other guys to hold me up and help me make it back.

However, he didn't "exactly" do that. Instead, he yelled to the other guys...

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"Don't stop for him! Walk right over him! Kick him as you go by! KICK HIM!"

I got up and made it all by myself.

He hardly ever let me get any sleep either. Maybe an average of three hours per night. He made me the "goat" of the platoon. I got all the shitty assignments. No matter how bad I felt, how little sleep I got, he just kept pushing... pushing... pushing. I can still remember him yelling at me right after I'd field-stripped my M1 rifle (that dates me, doesn't it?) and was having trouble putting it back together.

This guy just didn't care. Like I said, it didn't matter if I was sick, exhausted from lack of sleep, nauseous from tear gas or what. He just kept pushing, yelling and *forcing* me to perform.

I hated him. I mean, I really hated him.

Or, so I thought. Until basic training was over (finally, thank God)... and... he had a private conversation with me. He told me not to have a bad opinion of myself. That he didn't. That, during every basic training bootcamp, there is always one guy who gets picked to be the "goat"... and... how *that guy*, always gets pushed harder than the others. How the "goat" sort of sets the standard (in basic training) for what a soldier can endure. He told me he really cared about me. How much he wanted me to make it. How important that was to him.

He was telling the truth.

You know, since that time, I've had to (as I'm sure *you* have also) walk down many mean streets. For three years I was an MP in Europe operating under extremely stressful conditions. I was selected to go through some very special training at a certain U.S. government "facility" in Oberammagau, Germany... the existence of which... is not even dreamed about by any civilians and, very few commanding officers in *even the highest echelons* of the military. I think maybe I shouldn't write much about that but, I can tell you, the violent types I was introduced to there are far worse than any nightmare you've ever had. I've been a prison guard and a prison inmate. I've gone up against guys with guns, guys with knives... and once... I had to cripple a guy twice my size who just simply gave me no other choice.

The problem with all this is, I'm not an especially tough person and this kind of stuff really frightens me. What has been even more scary is standing up to the U.S. government and all the steel-edged, stone-cold, ethically devoid, soulless assholes you encounter when trying to do business in America these days. But, so far (thank God and cross my fingers) I've survived it all. Even prospered every once in a while... and... I do believe part of my survival and part of my successes (business, personal and military) can be credited to the "mindset training" I got from that little Puerto Rican drill sergeant.

See, he knew something I didn't: He knew, in real-life, you don't get to yell "Time Out" when you are sick, tired and scared... and then... have the enemy cut you some slack. NO! As life teaches us all...

The Enemy Will Rejoice
In And Exploit Your Misery!

So it is in the battlefields of a war and, so it is in the battlefields of business.

At the end of my recent seminar, one man was sobbing. He'd become so emotional he couldn't speak anymore. Was he angry with me? No, not at all. He was *grateful*. What I did was, I attacked and demolished a project he was working on which didn't have a prayer of succeeding. I made him "GET IT" right then and there... before... he wasted any more of his time and money. I wrote out on my easel and made him scream the following instructions...

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**"ABANDON
THIS STUPID
BULLSHIT
PROJECT!"**

It wasn't an act of cruelty. It was an act of *kindness*. And, I'm proud to say he and everyone else in that seminar room perceived it as such.

I care about my attendees. I care enough to do whatever is necessary to make sure they "get" what they've really got to "get" if they are to succeed.

You know, there were a number of people in that room who have been reading my newsletters and going to my seminars for almost ten years. Every so often, one of them would stand up and say something like this:

> *"Listen to him, dammit. I had a hard time myself accepting something Gary told me six years ago... but... he was right... and now... I make over $1,000,000 per year!"*

I swell up with pride when people make remarks like that. There's hardly anything else in the world so rewarding as knowing your words and your work have transformed a person's life for the better. That's what I now want to devote a huge part of my life to doing. I'm... *on fire*... about becoming the best teacher in the world. I especially enjoy helping *young* people before they are literally *ruined* by our educational system. My step-daughter, Natalie, is in college in Ithaca, New York. She phoned me recently because she couldn't understand the textbook being used in her class on advertising. I had her read part of it to me and told her...

> *"This is complete garbage. Anyone who can 'understand' this is stupid and twisted... because... it's all wrong... and even... moronic!"*

My daughter Cindy is a world-renowned marine biologist now doing important research in Germany. Other scientists come from all over the world to learn from her... but... a few years ago, when I audited some of her college classes, I was *appalled* at the communicative incompetence of her professors.

Kids make it today in spite of what they learn in school... not... because of it.

Another of my "daughters," Lorraine Vaquero, is 15 years old and a columnist for the *Miami Herald*. (In fact, last Wednesday, she had two columns in the paper.) She's a great writer for her age and I don't want for her spark to get smothered... and so... I got permission from her parents to let her take some time off school to attend my seminar. And, you know what? Of all the rave testimonials I've been getting about this new seminar, little Lorraine's is the one I treasure most.

Can you even imagine what a departure it was for her to see a raving madman like me teaching a room full of super smart people... as compared... to the kind of "schooling" she gets from the "elite" Dade County school system?

I've never had testimonial letters like the ones pouring in from the attendees of this new seminar. I'm thinking about having them all bound together and literally making a book out of them. Can you imagine...

**Having An Entire *Book*
Of Nothing But Rave Testimonials?!**

Enough. Blowing your own horn is fine but, there should be a limit... even for me. So, let's get to the important stuff. *Just what was it...* I taught these people which seems to have literally turned around so many of their lives? Well, first and foremost, I revealed to them what I promised to reveal. Remember that sales

(go to page 5)

letter I wrote to get people to come to this seminar? Here's a reminder... of just a small part... of what I promised to deliver when I wrote that letter:

"I'm going to spill my guts. For the first time in my career, I'm going to reveal *everything* I know about how to write "killer" sales letters. Including, all my special "dirty tricks" that don't give other copywriters even a chance... when... they're up against *me!* I'm going to teach you... *what* to write about... and... *how* to write it. I'm even going to teach you the *exact words* to use!

I'm going to teach you how to write brilliant copy... even on those days... *when your mind is frozen.*

I'm going to teach you exactly what "theme" you should take with different kinds of sales letters.

You will get a "masterpiece collection" of 57 sales letters... already written *and* tested... that have already been mailed... and... pulled in *millions* of dollars!

Do you have any idea what a collection of masterpiece letters like this is worth? A real, no-bullshit collection of "killer" letters that have made copywriters rich? You won't *ever* get a collection of letters like this from *anyone* else! These are letters you can "modify" (I'll teach you how) to work for any mailing campaign you are working on.

I'm going to teach you how to write a sales letter to get yourself a new woman. A new job. A new client. To jump-start a new business. To sell your house. To "steal" a valuable employee from another company. In short, I'm going to teach you how to write a sales letter... that *will get you anything you want!*

A few other things I'm going to teach you...

- ☐ **How to get *hundreds* of glowing (and *true*) testimonials from your customers for free... and... what to do with them to generate even bigger profits!**
- ☐ **How to write your copy so it "talks-the-talk" of *any* group of people to whom you are sending your sales message. This secret weapon will make even the most skeptical of your prospects...**

Stand In Line
And *Beg* You To
Take Their Money!

- ☐ **A weird (but effective) way to find the mailing lists that are *perfect* for your campaigns... and... how to test those lists...**

Without Mailing A
Single Letter!

- ☐ **A truly "no-brainer" (yet almost always overlooked) way to "bump-up" the size of your average order by 112% or more... *automatically!***
- ☐ **The *exact words* you should use to write a money-back guarantee that... *increases***

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sales...* and... *reduces refunds!

- ☐ **A "can't miss" way to get cash-rich investors to bankroll your projects... *at zero interest!***
- ☐ **How to immediately find and qualify that special "core group" of people who will be the best customers you'll *ever* have! (It seems nobody but me knows it... but... there is *always* what I call "the-list-hidden-in-the-list" that is made up of people who are *starving to buy what you are selling!)***
- ☐ **A simple way to identify those special mailing lists... *that almost can't fail to make a profit!* This is so simple, even someone "brain-dead" could do it.**
- ☐ **What kind of music you should *always* have playing when you are working... and... what exact volume it should be at. NOTE: *This will improve the quality of your writing by 9%!***
- ☐ **What *exact temperature* the room where you are writing must be. *This will give you another edge!* (A "7% edge" to be exact.)**
- ☐ **Exactly what you *must* eat (on days when you are writing)... and... exactly *when* you should eat it! (Another "4% edge".)**
- ☐ **The amazing secret of how to make *compiled* lists work. These are the biggest lists of all (some have 160 million names)... and... when you learn *this*, your profit potential will expand almost beyond belief!**
- ☐ **How to create *your very own super hot* mailing list for spare change... and why... *this could turn into your hottest profit center ever!***

Listen up: I delivered on each and every one of those promises... and... MUCH MORE! You can ask anybody who was there. But, I went beyond (way beyond) what I promised to deliver. What I actually delivered (in addition to what I promised in the sales letter) was something... *far more valuable!*

And, it is this "something" that has got everybody frothing at the mouth. Here's part of it: One of the attendees, Larry Lee, a really neat little Oriental guy, asked the following question:

"Gary, what is the one best thing each of us could do to make $1,000,000 in 1996?"

I paused to think for a moment... and then... I spilled out a step-by-step, high-speed method of exactly what I would do... if I were starting from zero... and... I had to make a million dollars before the end of the year.

You know, I did not anticipate that question and, to come up with the answer, I had to go into my "gun-to-the-head" mode of thinking. This is where I put myself (on an emotional basis) where it feels like someone... *for real*... will murder my children if I don't write a winner... or... as, in this case, come up with a winning plan.

And guess what else? *I didn't even know* I knew what I knew... until... I was put on the spot by that

(go to page 7)

question. There was a sense of tension, anticipation and wonderment... and... when I finished giving a *brilliant* answer to that question...

The Entire Room Burst
Into Simultaneous Applause!

There were a lot of surprises at that seminar. Even for me. That room was crackling with electricity. Nothing compares to the excitement of working with a group of world-class minds and people supercharged with excitement and totally... *"tuned-in" and "turned-on"*... by what all of us were focusing on!

Then, at the end of the seminar, I pulled out my two biggest surprises. Here's what I said:

"Look, I've just spent three days teaching you how to do it. How to select your project. How to get your project ready to market. How to select the hottest mailing lists. How to write a blazingly hot, enormously profitable sales letter. How to get someone else to finance and mail it for you... and so on. And now... I'm gonna make it even easier. In fact, as far as humanly possible... I'm gonna make your first project bullet-proof! Here's a letter that's already working that has an almost unlimited potential market. You can have it free... with no fee to me whatsoever. And, right here are the mailing lists you can use (on peel-and-stick labels) which I've already paid for. So, not only have I taught you how to create a killer sales letter, I'm even giving you one already finished... I'm giving it to you free... and... I'm also giving you the names to mail the letters to... so... this means...

"You Can Actually Go Home
And Have Your Business
Up And Running In 72 Hours!"

Hey, how about that for a hot way to end a seminar? But... *I wasn't finished yet*. See, I've learned we all need a steady stream of new techniques, and reminders of what we already know... and... "nourishment" from like-minded people. So, I told all my attendees about my upcoming advanced seminar which is going to happen in July... and how...

All Of Them Get
To Come Free!

I want *you* to have all this too. Listen: I've given two of these new type of seminars. I didn't video tape the first one... but... I ended up being sorry I didn't. You see, when I experienced the audience's reaction to what I was revealing to them...

I Realized I Wanted
All My Subscribers To Have
This Info!

So, I had the second seminar video taped... and... audio taped. I had it done by pros too. Sure, it cost a small fortune to both video tape and audio tape this seminar ... but... you'll see why the outrageous expense was worth it when you see your tapes. The crew had the look, quality and equipment of a well-financed Hollywood shoot. There were three (3) Sony Super VHS cameras, with operators on cameras B and C and a professional director handling the stationary camera (A)... plus... the three (3) monitors which were "docked" into the Panasonic AVE 7 Audio/Visual Mixer (and subsequently fed into the latest Panasonic 198 A/V Recording Deck.) We had all the bells and whistles going at *full tilt*... which means... what you see is not only clear and bright in full color... but also... *expertly edited* for maximum coherence and understanding. That is critically important, because there is... *so much*... content here. Someone mentioned that, with me going

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almost 10 hours a day for *three full days*... there would almost have to be some "soft spots" where he could relax and stop taking notes. "But, there weren't any," he later said.

It's true. *Every minute* you see on these video tapes is vital... and... lovingly cataloged for you in the most convenient way possible. As you shall soon see, actually being there in the room was an emotionally and physically charged experience. But, watching these tapes let's *you* control the excitement and incoming information with absolute precision. That's a huge learning-curve advantage the attendees didn't enjoy. It's also the single best reason (*one* of them, at least) I could ever give you to get these tapes *right now!*

The director was a seasoned pro too... the "live" edit he did was so right on, the seminar comes across almost as smooth as a scripted show. That's important because there are 12 video tapes in this package... and even though they have been thoroughly "de-bugged" through the all-new Beta Digital Editing equipment at the infamous Accord Productions facilities in Miami... (they have the most advanced technology available in video "sweetening")... it may at first seem a daunting task to find the motivation to get into the tapes. But, that feeling will *vanish* the instant you turn on your video player. In fact, the way these tapes have been put together, I *guarantee* you'll be sucked in from the first minutes. They flow like satin... because... the final editing bay process allowed the technicians to adjust all audio levels, add clarity to what you see, and even add voice-overs and "kyrons" (those little blurbs of copy you see written on the screen) which will help you know when major points are being discussed... as well as help you better understand what's being said.

All this will make your viewing and learning experience more comfortable and... *even more coherent*... than if you were sitting right there next to me at the seminar, *in person!* They miked me up with a Shure pro-quality cordless lavaliere... so... you can hear every *whisper* I uttered. (Something most of the attendees often missed.) There were constant distractions at the seminar too. The attendees couldn't hit the "pause" button and go to the bathroom, or get a drink of water, or listen to whatever insanity their neighbor was discharging into their ear while I was talking. The attendees were constantly swamped with stimuli, which was exciting and good for on-the-spot learning... but... they often missed things too. However...

You Won't Miss
A Second!

There were surprises for me, too, in these tapes. Because, you see, there were four "ambient" microphones spread around the room. Therefore, there isn't a question, comment or rude muttering that gets lost. Watching these tapes, you are not just a "fly on the wall"... it's more like *you are God*, with the nearly omnipotent power to *hear* everything... *see* everything... and *know* everything from an insider's viewpoint. And if you miss anything, all you have to do is rewind and see it again.

And, what you'll see isn't the old "guerrilla" style of video I used to use. This entire seminar is recorded on high-quality S-VHS tape. That's the new stuff with three times the resolution clarity of regular VHS, and twice that of High-8 video. In fact, this new stock is so clear, many of the professional Hollywood studios are switching to it from Beta (the "old" state-of-the-art stock.) This is *top-of-the-line recording* at every stage, and it was worth the cost because... it makes these videos such a real pleasure to watch... offering *you* the smoothest learning experience you've ever had in your life!

By the way, I advertised for "SPEED DEMON TYPISTS" in the *Miami Herald*, got 199 replies and, I'm having the best typists in Miami transcribe every word spoken at that seminar.

Plus, of course, I've had more complete sets of the "Masterpiece Letters" and all the other pass-out materials printed up.

Are you starting to get the idea that maybe I take this most recent seminar more seriously than I have taken seminars in the past? If so... *YOU ARE RIGHT!*

Here's why: Look, a couple months ago when I gave the first "**How To Write A Sales Letter That Will Make You Rich**" seminar, I did not have it video taped. I didn't even have it professionally audio taped. I did

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have it audio taped with a little Mickey Mouse Radio Shack type set-up so I could listen to it myself as a kind of reminder of all the stuff I talked about and all the questions I was asked at that first seminar.

And, you know, while I was driving in my car, listening to the playback of those Mickey Mouse audio tapes, I heard something (actually, I heard it over and over) that changed me from the inside-out. This was the first seminar I'd ever given... where... I held back nothing... and... instead of trying to please the audience and tell them what they "thought" they needed to know....

I Taught Them What
They *Really* Needed To Know!

What I did for that first audience of seminar attendees is much like what that brutal little Puerto Rican drill sergeant did for me. He "got" to me. In ways that have benefitted me all the rest of my life. And, as I listened to the scratchy tapes of that first seminar, I suddenly came to realize... that... what I have to teach... IF... I do not hold back... can literally...

Transform People's Lives!

And now, I have, I believe, found my "mission" in life. It may sound corny but, I really love making a difference. In all honesty, I believe what I have to share with people is totally unique, extremely valuable... and... ***available nowhere else on earth!***

Did you know: All of us, on average, have to have something communicated to us 17 times before we really "own" the info being communicated. It's also best, if the information is *really* important, we get it from *all* different sensory inputs.

We Need To *Hear* It!

We Need To *See* It!

We Need To *Read* It!

We Need To *Write* It!

We Need To *Experience* It!

So, that's why, when I decided to "capture" everything about this last seminar, I went all out. You know, it costs me *much* more to deliver this info to you in a package like this... than... it would cost me if you had come to the seminar. But, that's OK... because... I have put together a "package" designed to force you to "get-it" and, like it did for my attendees...

It Will Change Your Life!

I want to send you everything: The twelve (12) video tapes, the twelve (12) audio tapes, the written transcript of every word uttered at the seminar, the complete collection of the 57 "Masterpiece Letters" which you can use as a "template" for any letter *you* need to create... plus... I want to send you the "ready-to-go" letter that's *already* been tested... and... 1,000 names on "peel-and-stick" labels so...

You Can Be In Business
For Yourself Instantly!

By the say, just in case you are wondering, the cash-flow from that ready-to-go letter will go...

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directly to you!

This way, I can make absolutely certain you know what it "feels" like to know... really know... that... you can transform... words into wealth! I can tell you this: *If you haven't experienced it before*, having money come directly to you... because of... letters *you personally* dropped in the mail... is a thrill... *like nothing else in the world!*

I also want you to come, as my *guest*, to my super-advanced July seminar designed to help my seminar attendees and tape buyers (like you) "sweeten" and tune-up or, at least get started, your own profitable mail order business which (if you choose) you can run from your own kitchen table. Then, for the rest of your life...

You Can Just *Laugh*
At What Used To Be Your
Money Worries!

Can you imagine what it would be like to never again have to kiss anybody's ass... or... do anything... you don't want to do, in order to get money? Can you imagine having a business that brings in thousands of orders every day... and... running it from your kitchen table, your bedroom or, even your back yard... with... zero employees? *You can have it.*

DO IT! GET THIS MATERIAL!

STOP MESSING AROUND WITH YOUR LIFE *RIGHT NOW!* This is the real, no-bullshit way to financial independence. My attendees are raving about this seminar even though...

1. ***They* had to pay round-trip airfare to come!**
2. ***They* had to take time off from their own businesses or jobs!**
3. ***They* had to pay hotel and other travel expenses!**
4. **Plus, of course, *they* had to pay the $2,700.00 tuition fee for the seminar!**

But all *you* have to pay to get all the video tapes, audio tapes and pass-out materials is the tuition fee. Does $2,700 seem like a lot of money to you for a bunch of tapes and a collection of letters and other written materials? Yeah, it is... if... you are silly enough to look at it as simply paper and ink, plastic and magnetic tape. But, that is not what this is. What this is... is... *the culmination of my life's work*... and...

***Your* Key To**
Financial Independence!

I want you to have this material. I am *very* passionate about it. Like I said, I now know I've found my "mission" in life. I've had some extra phone lines installed which come through a special toll-free 800 number which comes directly to my offices. You can use that number to order with your Visa or MasterCard for the fastest service humanly possible.

Or, if you prefer, you can pay by check. Just make it payable to "**Cherrywood Publishing**"... and... you can use the self-addressed reply envelope enclosed with this letter. And, now...

Here's The Clincher!

Look, I myself am not cash-rich right now. Just the opposite. However, I know what I've got here... and... I know that I will be rich again (for the 87th time) by the end of this year.

But, if you want me to, I will not process your credit card order... or... deposit your check... until 31-days

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after I have shipped you (by overnight delivery) everything that comes in this amazing package. Then, if you honestly feel it isn't worth 1,000 times what I'm charging you... just call or write my office and tell us you were disappointed. And then...

Your Check Will *Never* Be Cashed!

OR

Your Credit Card Will
***Never* Be Charged!**

And guess what else? I won't even ask you to return the tapes and the written materials. All that will be yours to keep free for the rest of your life. I won't argue with you for a second. In fact, you won't even have to talk to or write to me. You can give the message to anyone in my office.

What *will* I do if you decide not to pay for this material?

Not much, really. I'll just stop sending you my newsletter and, I'll simply make sure I never do business with you again.

And, here's something else: $2,700 is a lot of money for a lot of people even if...

They Don't Have To
Pay It For 31-Days!

Therefore, if that's the case with you, just tell Nicole when you order... and... we'll bend over backwards to work out a monthly payment plan which will not be a hardship on you!

Do you realize what I'm doing here? I'm putting it right in your face. Opportunity will *never* knock on your door like this again. Certainly not from *me*.

One more thing: You know that "ready-to-go" letter I'm going to send you? Along with those 1,000 names on peel-and-stick labels you can mail that letter to? Here's how that works: All you have to do is have a tiny part of that letter re-typed so the cash-flow comes to you. Then, you've gotta take that letter to a local printer and have 1,000 of them printed up. Then, you've got to put those 1,000 peel-and-stick labels on 1,000 envelopes (you can get them at a drug store, for Christ's sake), put the letters in the envelopes, put stamps on them and mail them out and...

BINGO!
You Are In Business!

But wait. What if the mailing fails to make a profit? Well, I don't hardly think that's going to happen... but... if it does...

I'll Reimburse You For
Every Penny You Lost!

By the way, it'll only cost you about $500.00 to mail those 1,000 letters... and... you're only gonna need *three* (3) orders to make a profit.

Now, remember...

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1. **You can post-date your check for 31-days or, simply ask us to hold it for that length of time!**

2. **You can ask us to not charge your Visa or MasterCard for 31-days!**

3. **You can examine the materials, decide it's not worth the money... and... never... pay for it... and... keep it anyway!**

4. **You can have any kind of reasonable monthly payment schedule your little heart desires!**

5. **You can mail those 1,000 "ready-to-go" letters *at my risk*... and... if you make a profit... you can keep mailing that letter to other names for as long as you want!**

Now, let's get real. If you do not respond to *this* offer, you ain't never gonna make a move. Do yourself a favor. Stop reading my newsletters. Stop reading newsletters and books published by other people. Stop ordering audio and video tapes or any other kind of information from anybody.

Just accept the fact... you're just a "wanna-be" and a dreamer. Hey, there's nothing really wrong with that. It's not like you're an axe-murderer or something, is it? Relax. Go get yourself some beer and popcorn, turn on the tube and "veg-out."

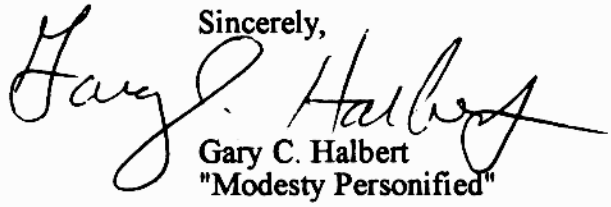
But, don't expect more from me. I mean seriously... what else can I do? I'm teaching you how to do it... plus... with the "ready-to-go" letter, I'm doing it for you... plus... it is me that is taking all the risk.

Order this package... *right now!*

1-800-250-7747

and be sure to ask for Nicole

Sincerely,



Gary C. Halbert
"Modesty Personified"

P.S. We need you to call even if you are going to pay by check... because... that will help us keep our tape duplication and printing costs under control. Thank you.

P.P.S. By the way, this offer is only available for the next 11-days.

Peace.

THE GARY HALBERT LETTER
820 Ocean Dr. #308
Miami Beach, FL 33139

Phone
(305) 534-7577

Fax
(305) 534-8366

From:
Miami Beach, FL
Wednesday, 9:47AM
July 15, 1996

Dear Friend & Subscriber,

I've just had a very weird experience.

As much as possible, like most sane people, I try to avoid lawsuits. Recently, however, (feeling I had no other choice) I, myself, filed common law fraud and conversion charges against a very strange and incredibly stupid human being. My lawyer won't let me tell you all the details of this situation right now (since part of it is still in litigation) ... but ... I just can't stop myself from telling you a little about it.

As you know, this year I've given two seminars about **"How To Write A Sales Letter That Will Make You Rich."** I didn't videotape the first of those seminars ... and ... the only audio taping I did was with a little "Mickey Mouse" Radio Shack type setup so I'd have something I personally could listen to and make notes on how to improve my future seminars on this subject.

Well, I ended up being sorry about this ... because ... when I experienced the audience's reaction to what I was revealing to them...

I Realized I Wanted
All My Subscribers To Have
This Info!

So, I did have the second seminar videotaped ... and ... professionally audio taped. I spent an outrageous amount of money to have this done ... because ... I felt the information was so valuable that I wanted the audio and videotapes of this seminar to have the look, feel, sound and quality of a top notch, well-financed Hollywood production.

Everything went as slick as could be with no hitches whatsoever.

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Then, I put one of the people involved in all this in charge of getting the audio and videotapes edited and duplicated. This would normally be about a three or four day job. However, after a week, when I didn't have my tapes back, I began to get concerned. I asked the guy in charge to explain the delay. He did too. He said there were just a few minor technical problems.

Whatever. No big deal. At least so far. But, after three more weeks of constant excuses, I start to develop a slow burn. I get in this guy's face and demand to know where my tapes are and what's going on. I make him take me to where the editing is getting done (you won't believe where it was) and explain every detail of what's going on. He does explain ... except ... unknown to me at the time, he was outright lying.

More time passes and I still don't have my tapes. By this time, I'm getting dangerously angry. Also, I'm getting suspicious. I tell Theresa (my trusty and invaluable assistant) I think maybe this guy plans to "kidnap" the tapes and force me to pay blackmail to get them back. "Nah, nobody would do that," she says.

WRONG! That's exactly what this human piece of shit was up to. He was too much of a chicken-shit coward to face me in person, so ... he made his demands over the phone. He said he could tell (by the comments of the people at the seminar) these tapes were worth millions. He said I should consider the small blackmail he wanted as nothing more than a "minor business expense."

Theresa and I went to the Miami Beach Police Department to file theft charges against this low I.Q. unethical scumbag. They told us, due to the amount of "serious" crime in Dade County, it would take a long time before they could even look into this situation and, I'd be better off pursuing it on a civil basis.

So I do and, that's when I started to get an education on how the court system works in Miami. Listen, our legal system in the U.S. is ridiculous in every city and state but, in Miami...

It's Insane!

How insane is it? I'm glad you asked. To begin with, the maintenance crew that takes care of the courthouse has a checklist they have to turn in every day to verify they've done everything they're supposed to do. And, one of those things on that

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typeset, printed, official checklist is *"remove all sacrificial and slaughtered animals on the courthouse steps."* I am not making this up. See, in Miami we've got a lot of Cubans, Haitians and so forth who believe in Santeria which is a voodoo-type religion. These people often kill and cut up animals as part of their religious rituals. They are especially inclined to do this when they go to court because they believe it will bring them good luck.

Can you imagine how it makes you feel when you are going to a courthouse and you have to wade through dead and bloody chickens, goats and other animals as you walk up the courthouse steps? Actually, carefully picking your way through all the headless, disemboweled sacrificial animals is an apt "preview" of the <u>real</u> insanity that lies in wait for you once you get <u>inside</u> the courthouse. I'm going to write a lot more about this. I'm going to make a certain sub-human piece of shit famous in 50 countries. I'm going to publish his picture, reveal the pukey details of his miserable life ... and ... pursue him to the end of his days just like I was Bill Clinton and he was a ravishing, oversexed woman.

But, for now (for legal reasons) I've got to wait. In the meantime, if you want to get a head start on learning about this sordid little story, you can get yourself a copy of the <u>first</u> of the many lawsuits I'm filing against this "scrote" by contacting the 11th Judicial Circuit Court in Miami, Florida. Ask for the paperwork on Case No. 96 010 830 CA 20 filed 5/30/96.

In the meantime, you should know I've already got a jail sentence hanging over this guy's head. Plus, I do have all my audio and videotapes back in my possession ... and ... finally ... all the orders for my seminar tapes have been filled and shipped out. If you are one of those many people who ordered these tapes, please accept my apology for the delay.

Whatever. Now that I'm back on track, I'd like to get on with what I'm supposed to be doing. Namely: providing you with a flow of brilliant new ideas that will help you fill up your greedy little coffers. So, I am sending you (enclosed with this letter) a little free gift that can change your life. The incredible sales letter reproduced on the next few pages of this newsletter explains it and, was written by a guy who attended both of my recent copywriting seminars. Read it right now.

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This information is only for serious promoters!

Atlanta Marketing Genius Swears His Latest Promotional Strategy Is *Not Illegal!*

This new idea has been praised by some of the best known promotional experts ...
... and every one of them has requested permission to use it for their clients!

Wednesday
10:35 AM
Duluth, GA

Dear Friend,

My name is Gene Dowdle. I have been involved in advertising for over 35 years. I am the President of Atlanta Advertising & Marketing, Inc., which is located at 126 Proctor Square in Duluth, GA. Duluth is an Atlanta suburb, about 25 miles northeast of downtown. While we are somewhat typical of most other advertising agencies, we specialize in direct response marketing.

For the past several years Atlanta Advertising has pursued the more aggressive retail marketers. By that I mean, we search for the retail merchants that regularly have full page "Sale" ads in the paper, and blitz the radio and TV markets with saturation campaigns, and who understand the importance of using direct response advertising to enhance the other media.

Our clients include automobile dealers ... furniture stores ... jewelry stores ... appliance stores ... fast food restaurants ... travel agencies ... direct mail businesses ... and others. A very diverse mix. However, they all have one thing in common ... they always demand ...

New Marketing Strategies!

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They want a new idea ... and it has to be "the best one you've ever had!" That is a common request in this business. But, it is not always easy to deliver an idea that will "blow their socks off!"

As I am sure you realize, there are times when the most amazing ideas appear in your minds-eye ... in some of the most unlikely places. I have had absolutely brilliant ideas pop into my head while driving 75 miles-per-hour down the Interstate ... in the shower ... in the "throne" room ... while watching TV (love to watch the Braves) ... and dozens of other places.

Sometimes I will brainstorm with my associates at my office ... on the phone with a client ... or, with another marketing colleague. However, my latest blow-your- mind **"KILLER"** idea came at about 9:10AM, while sitting in seat 34A, aboard Delta Flight 905, flying from Miami to Atlanta.

I was returning from Gary Halbert's first **"HOW TO WRITE A SALES LETTER THAT WILL MAKE YOU RICH"** seminar ... and ... had about a zillion ideas flying around in my head. Then ... all of a sudden ... *there it was! Just like magic!* At first, I didn't realize just how magnificent this idea was. At that moment *all* the ideas were good. *Maybe even great!* But, the more I thought about this new "gem" the more aware I became of it's possibilities. By the time the plane reached Atlanta, I knew this idea ... with the multitude of ways it could be used ... and the results it would produce ...

Would Be Almost OBSCENE!

I could not wait to get back to the office so I could sit down with my creative staff and begin the process of making this idea a reality. I am not a very patient person, and ... as usual ... no one could wave a magic wand and make my new idea appear. It took days ... and the days became weeks! It seemed as if we would never achieve the perfection I knew this idea demanded.

I guess I pushed a little too hard because the main graphic designer assigned to this project... Rick Fossum ... called the office one morning to say he was staying home that day ... *just so he could work on my new idea!*

Rick made the right decision. When he arrived at the office the following day he had "nailed" the exact graphics I needed for the new idea. It was almost

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perfect (I *always* have to make *some* changes ... that's my job, isn't it?) Then the day came when we had it ...

Just Right!

We printed the new idea out of the laser printer one more time ... just to be sure. Yes ... *it was perfect!* Then we ran out the negatives, and sent them to our printing department. The paper had been ordered and was waiting in the stock room. The specially mixed ink had arrived. Finally ... the plates were on the presses. (This is akin to an expectant father waiting for the wife to deliver.) Then the pressman was doing his press-check. And, after all that time, he finally handed me one to look at. And ... you know what? It looked ...

Even Better Than I Expected!

I took it back up front to the graphics department. I showed it to the secretaries, the bookkeeper, my wife, my two daughters ... *I showed it to everyone I could find!* And, they all agreed ... *it was terrific!* Even my graphic designer thought it looked great. *At first.* Then he was scared ... and he quickly typed a statement that he insisted I sign, saying that it was MY idea ... that he only did what I had asked him to do ... *and that I absolved him of any liability!*

Because, he was afraid this new idea ...

Might Be Illegal!

I can understand his concern. That question has arisen often since then. So, just to be sure, I ran it past my attorney ... "No problem"... he said. By the way, my attorney's name is Bill Porter, and his phone number is (770) 441-1566. And, guess what? He liked the idea so well ...

He Wanted To Use It Himself!

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OK! OK! Enough of the suspense, already ... here it is. My amazing ...

MILLION DOLLAR BILL

Looks pretty good, doesn't it? Take a moment and think about the many, many possibilities this little marketing tool offers you and your clients! Amazing isn't it? In the short time since we first printed the MILLION DOLLAR BILL here are a few of the ideas and techniques that have materialized:

(1) A guy bought one. Went to the drugstore. Bought his wife a card (not her birthday, anniversary or any other special occasion). Wrote inside, "You are worth a million dollars to me!" He enclosed the MILLION DOLLAR BILL, and gave it to her.

(2) I took some of the MILLION DOLLAR BILLS to my bank (I had been discussing this project with them throughout it's development). As I was showing it to one of the customer service representatives, the girls at the teller windows asked to see what we were talking about. So, I took a couple to them. One of the tellers asked, "Is this REAL?" I said, "Sure! Deposit it in my account!" She didn't.

(3) I decided that we needed a way to enhance the visual effect of the MILLION DOLLAR BILL. I had our graphics department

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design "money bands" to put around the bills. I printed a band for 25 bills that says $25 Million Dollars ... one that says $50 Million Dollars ... and one that says $100 Million Dollars. Each is printed in a different color of ink.

(4) On Friday, after we first printed the MILLION DOLLAR BILL, I had an appointment in Los Angeles with two gentlemen who are potential clients. They are also in the direct response business. I had never met either of these guys and it is always a good idea to find a way to impress potential clients during the first meeting. Well, I wanted to test my new idea. So, what better way than on someone I didn't know ... and who didn't know me?

I borrowed an almost new briefcase from my wife. Loaded it with THREE BILLION DOLLARS! (It looked just like it was straight out of a gangster movie.) I also thought briefly about getting a pair of handcuffs and attaching them to the briefcase and my wrist. But, if I had gotten there, and couldn't have gotten the handcuffs off ... that would have been a *big* mistake!

When I sat the briefcase on the client's desk and opened it, I would have given almost anything for a video of the expression on their faces. At first, they didn't know what to say! Then, they didn't know whether to even touch them or not! Then the questions immediately started flying! They loved the idea ... and bought every MILLION DOLLAR BILL I had in the briefcase!

The Effect Was Priceless!

(5) The following weekend I attended another Gary Halbert seminar in Miami where each attendee had paid $2,700 to come hear the master teach his copywriting skills. And, guess what, I took another briefcase loaded with FIVE BILLION DOLLARS! Halbert allowed me to introduce the attendees to my new idea. Even though he had *promised* to not let anyone "sell anything" to the attendees. It was to be "a learning seminar," he said. But he agreed his attendees just had to know about this!

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When I told the people there about my MILLION DOLLAR BILLS ... and a few of the ways to use them (it only took about two minutes) ... you could feel the excitement in the room! There was an almost endless question session. Which was followed by a mad flurry of people wanting to place orders!

One attendee ... a dentist who conducts seminars teaching other dentists how to earn a MILLION DOLLARS in their practice by the end of the year ... said, "The MILLION DOLLAR BILL idea alone is worth the price I paid to come to the seminar!" He ordered several thousand to send along with his seminar invitations!

Another of the Halbert seminar attendees sells malpractice insurance to registered nurses. He sells $1,000,000 of insurance for about $80. This man has begun using the MILLION DOLLAR BILL ... as an attention-getter ... in his mailings!

Every time there was a break in the 3-day seminar after that I found myself talking *only* about the MILLION DOLLAR BILL idea. The attendees related dozens of ways that they might use them. (One guy came to the seminar the next day with a big smile on his face; he said he never had so much fun in his life as he did when he took a stack of my MILLION DOLLAR BILLS to a nearby topless bar!)

I suspect there are at least a MILLION ways to use the MILLION DOLLAR BILLS that we haven't even thought of yet! I am also sure you will quickly see the value of such a clever marketing tool! Honestly, in all my years in the advertising and promotion business, I have never been associated with anything that created as much ...

INSTANT EXCITEMENT.

One of my clients, a pizza chain, recently placed an order for 100,000 of the MILLION DOLLAR BILLS. I just left a pack of a hundred of the bills on the Vice President's desk while he was out of town. When he returned, I had other business to discuss with him and went to his office. He said, "People can't

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keep their hands off them! Everyone wants to hold them, feel them, touch them! I want to find a way to use these in our pizza stores."

After a few minutes of brainstorming, we came up with the idea of using their mascot ... a little pizza man ... on the front instead of the Statue of Liberty. And, on the back, we removed President Roosevelt and positioned their same little pizza guy on Mt. Rushmore (which then became Mt. Papa)! To complete the back we added two money-saving coupons (one on each side of the Mt. Papa design). They plan to use the MILLION DOLLAR BILLS several ways, but most will be used as a boxtopper, and attached to each order of pizza inviting their customers to come back and redeem their MILLION DOLLAR coupons! Clever idea, huh?

Here are a few more ways to use the MILLION DOLLAR BILL that will work especially well if you (or one of your clients) ever uses direct mail:

(1) Banks ... "We have over ONE MILLION DOLLARS to loan RIGHT NOW!"

(2) Stock Broker ... "Who else wants to make a MILLION DOLLARS in the stock market ... *before the end of the year?"*

(3) Accountant ... "Did your present accountant make a MILLION DOLLAR mistake on your corporate taxes this year? Are you sure? Call us for a FREE audit!"

(4) Real Estate Broker ... "List your house with me! I personally sold more than ONE MILLION DOLLARS in local residential properties last month!"

(5) Insurance Agent ... " What would happen if ... suddenly ... you were no longer able to provide for your family? I offer ONE MILLION DOLLARS of protection for as little as $139 per month!"

(6) Business Consultant ... "I helped 17 corporations increase their profits by more than a MILLION DOLLARS last year! Would you like to be next?"

...continues on next page

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(go to page 11)

(7) Attorney ... " If your company was facing a MILLION DOLLAR lawsuit ... could you *afford* to hire a $40,000-per-year attorney? Why would you *want* to?"

(8) Plastic Surgeon ... " Want to regain that MILLION DOLLAR look you had ten years ago? Call the lift, tuck and reshaping specialists at ABC Medical Center!"

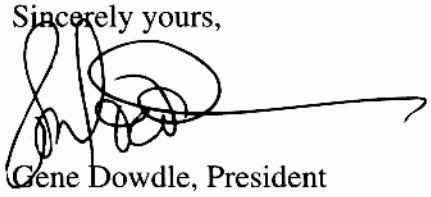
(9) Advertising Agency ... "I've got a MILLION DOLLAR idea that is just right for your company! Would you like to take a look at it ... before I contact your competitor?"

Other special designs that clients have asked to see include: using two coupons on the back for the service department at an automobile dealership ... another design uses the Mt. Rushmore space to offer a discount on the purchase of an automobile ... a furniture store wants to use them for a discount on their MILLION DOLLAR inventory ... a fitness center has talked about using them to tout how prospective members can have MILLION DOLLAR looking bodies ... etc., etc., etc.

But, the best way in the world to use the MILLION DOLLAR BILLS was discovered by Gary Halbert himself. This one is a virtual goldmine ... and ... Gary has authorized me to reveal it ... only ... to those of my customers who are his subscribers.

Just Wait Until I Tell You About This One!

Sincerely yours,



Gene Dowdle, President
ATLANTA ADVERTISING & MARKETING, INC.

P.S. You can order either by fax or by phone. If you want to fax your order, use the yellow "Fax Order Form" enclosed with this letter. If you want to order by phone call ...

1-800-462-3443

Thank you.

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(go to page 12)

Zowie! Ain't that a bitch of a letter?

Okay, now listen: I don't want any shit from any of you for putting Gene's sales letter in my newsletter. I'm in a pissed off mood anyway (wouldn't you be if you were me?) ... plus ... a major goal of my newsletter is to ... teach you ... how to recognize and learn to write a great sales letter yourself. You do not have to buy any of Gene's Million Dollar Bills to profit from reading his sales letter.

However, no matter what, you should keep this letter in your "swipe file" because, in my opinion ... it is one of the best sales letters every written!

Study it. Study it hard.

By the way, if you are in direct mail, if you had even a "clue" as to how I, Sir Gary of Halbert, am using this hot new idea...

You'd Be Frothing
At The Mouth!

Sincerely,

Gary C. Halbert

P.S. If you ever happen to be in Miami Beach and you see a guy who looks like he could be Fidel Castro's younger, gay brother ... shoot that prick on sight. You'll be doing the world a favor.

Peace.

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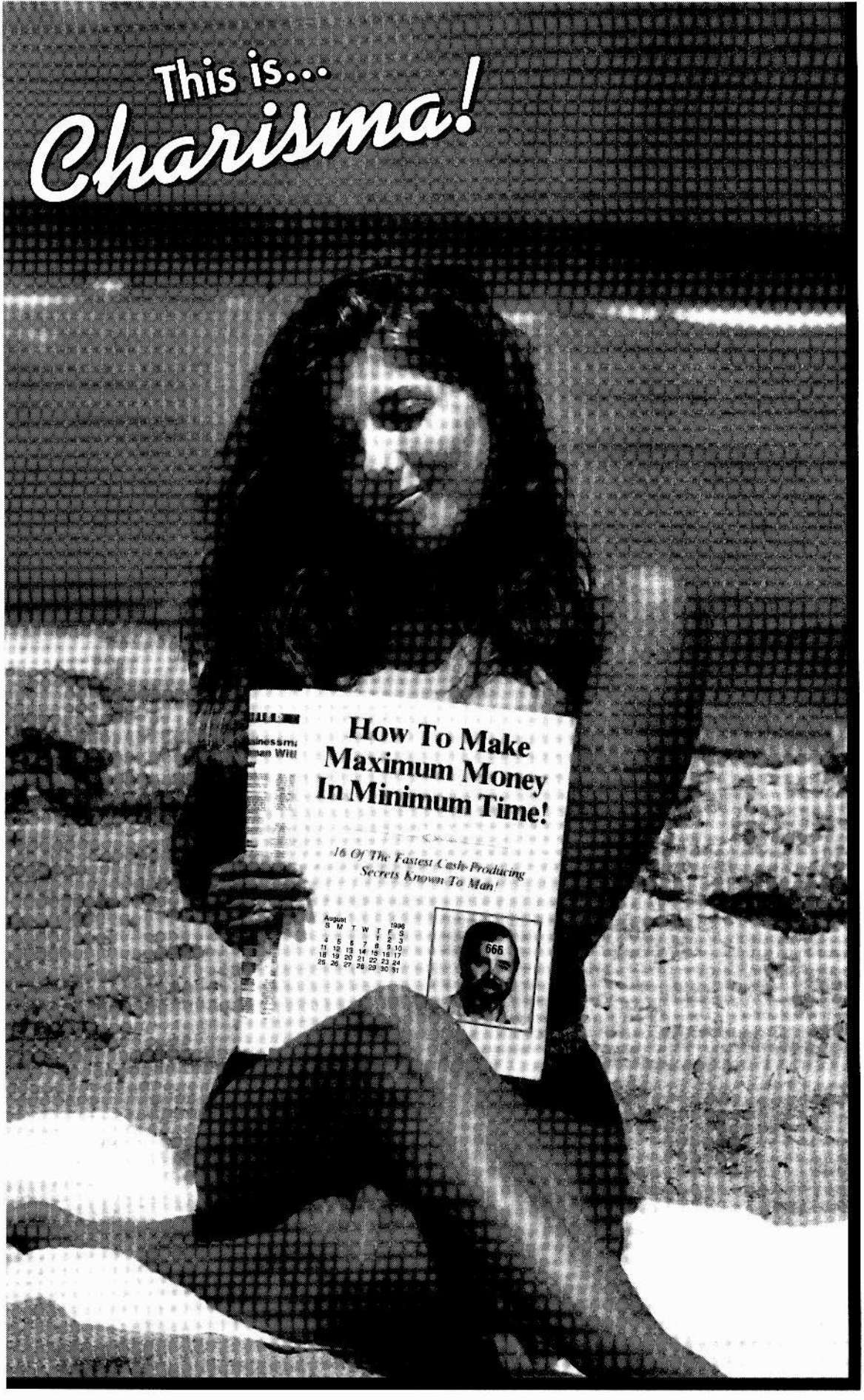

Miss
Natalie
Dawn
Teta

AUGUST

1996*

*Calendar this month is on cover of book next to photograph of handsome devil.

Copyright 1996
by Gary C. Halbert

ORDER TODAY

Please Place Your Order Before:
AUG 10 1996

Million Dollar Bill

Money Wallet

Special Message Inside:
(We Appreciate Your Patronage)

MILLION DOLLAR BILL PRICES:

Quantity Of Bills	Price Per Thousand
1,000	$149
2,000	129
5,000	124
10,000	119
25,000	114
50,000	109
100,000	99

Georgia Residents Add Sales Tax
Shipping Charges:
• $4.50 for Regular Ground UPS •
• $7.50 for 2nd Day UPS •
• $12.00 for Next Day UPS •

FUN PACK
Want to just have some fun?
Order a pack of...
100 MILLION DOLLAR BILLS
For Only **$25** *Plus $3.00 S&H*

MONEY WALLET PRICES:

BONUS PACK
Get 100 Million Dollar Bills Plus 100 Money Wallets
All For Just **$39**
PER BONUS PACK OF 100 EACH

Georgia Residents Add Sales Tax
Shipping Charges:
• $4.50 for Regular Ground UPS •
• $7.50 for 2nd Day UPS •
• $12.00 for Next Day UPS •

WALLETS ONLY
Include One With All Your Correspondence!
(Invoices, Letters, Statements, Etc.)
Special Offer! **$25** *Per 100 Wallets!*
(Without Million Dollar Bills)

❑ *Yes!* I Want To Place An Order Immediately...

Any Questions... Call 770-497-9460

Name: _____ Phone #: _____

Street Address (No P.O. Boxes): _____

City: _____ State: _____ Zip: _____

QUANTITY	ITEM DESCRIPTION	UNIT PRICE	TOTAL PRICE
	MILLION DOLLAR BILLS		
	FUN PACK *(100 Million Dollar Bills)*	$25/pack	
	MONEY WALLETS	$25/100	
	BONUS PACK *(100 Million Dollar Bills & 100 Money Wallets)*	$39/pack	
❑ *$3 Fun Pack* ❑ *$4.50 UPS Ground* ❑ *$7.50 UPS 2nd Day* ❑ *$12 UPS Next Day*		Shipping & Handling	
		Sub Total	
		GA Residents Add Sales Tax	
		Total	

Payment Information:

Enclosed is my check in the amount of: $ _____
(Make all checks payable to Atlanta Advertising)

Please charge my: ❑ MasterCard ❑ VISA ❑ ©

_____
Account Number

_____
Card Holders Name *Exp. Date*

_____
Authorized Signature

Fax Your Credit Card Order To...

770-623-8173

OFFERED EXCLUSIVELY BY: GENE DOWDLE • 126 PROCTOR SQUARE • DULUTH (ATLANTA), GA 30136

From:
Cabin M32
HMS Ecstasy
Thursday, 10:40am
September 25, 1996

Dear Friend and Subscriber,

I'm not sure exactly where I am right now... except... I'm somewhere in the Caribbean cruising placidly from Mexico back to Miami.

My new 24-yr-old personal assistant is a remarkably plain, boring, wholesome, predictable, and dependable young woman (hence her nickname "Plain Vanilla") and she has been incessantly nagging me about how I should be writing my newsletter, instead of soaking up rays on the topless sundeck of this floating city. So, here I am sitting at a desk in the library of the HMS Ecstasy (it's on the Lido Deck) trying to force myself to focus long enough to write something about marketing (however vapid) that will at least be sufficient to get her off my back.

So, for whatever it's worth, here's a thought or two I hope you find useful. Listen: Behind every prosperous business endeavor is a core idea. If the core idea for a proposed course of action is unsound, nothing whatsoever can turn such a business around and make it viable.

Great ideas almost always have an elegant simplicity. In fact, if your big idea can't be written on the back of an envelope, it probably means your idea sucks. People with non-viable business ideas often try to give them the appearance of viability by disguising them within complicated, detailed "business plans" printed on glossy paper replete with pie charts, ethereal financial projections, high resolution photography and artful typography and superb graphics.

Doesn't matter. Horseshit wrapped in gold foil and pink ribbons is still horseshit.

However, before you can come up with good ideas, you must first learn how to generate <u>any</u> kind of ideas, be they good, bad or mediocre. I honestly believe most people live their entire lives without ever generating even one truly unique idea.

I <u>love</u> ideas. There is nothing more energizing as that magic moment when a truly sound incredible idea first comes to you (almost always nearly fully formed) like a special personal gift from God. But, I've found you have to "work" for ideas. I find it fun. Here's <u>one</u> of the ways I go about it: I usually get up fairly early (around 6:30am) put on a pot of water for coffee (I like those little red foil packs of Folger's singles that let you actually brew coffee by the cup) and then I trot down to the New's Cafe and snag a copy of the Miami Herald. Then, as I sip my coffee, I browse through the paper and I cut out the articles and ads that interest me and put them in a tall wooden box with a slanted wood lid (it was designed to be a vegetable bin)

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that sits beside my kitchen table.

I call this my "fodder file".

There is no rhyme or reason whatsoever as to what goes into my fodder file. All it has to be is something that stimulates my interest. Anyway, after my fodder file is stuffed so full it won't hold any more, I set aside a half day or so and go through all the articles, discarding some, filing others and nearly always setting aside a few of them that are of immediate interest to me.

Yesterday, I dumped out and sorted through my most recent fodder file just before "Vanilla" and I got off the ship to explore Cozumel. Today, I'm writing about some of the articles in that file to give you a small idea of the kind of shit I stuff into my head:

MORE WEAPONS ARE DISCOVERED AT SEMINARY STUDENT'S APARTMENT: *"Authorities found an AK-47 assault rifle, ammunition, a homemade silencer and a crossbow at the apartment of a seminary student accused of bringing weapons and explosives to Tampa International Airport ... Roman Regan was trying to board a USAir flight with two grenades, gunpowder, 181 rounds of ammunition, six military knives and a 9mm pistol, all in his carry-on luggage ... he also had gloves, a ski mask and homemade handcuffs ... he was bound for an Orthodox Church of America seminary, where he was in the third year of a four-year program to prepare for the priesthood."*

FACTOIDS from article headlined "GOOD ONE FOR THE BIRDS" : *"Florida has 8,436 miles of beach... in 1960 the population per shoreline mile in Florida was 824, in 1988 it was 2,075... by 2010 it will be 2,689."*

ELIMINATE EXCESS FAT: *"Lose up to 22 lbs in 23 days of treatment... the FMS system will induce thermogenic waves on to your fat tissues, which will accelerate the Biochemical process and the Enzymatic activity which will reduce the excess fat in you body...*
this system was created in Switzerland and has been applied with success throughout Europe, in the Americas and Asia. CALL TODAY FOR A FREE ANALYSIS OF YOUR FIGURE. NO INJECTIONS, EXERCISE, PILLS, NOT A DIET CENTER ... (305)374-2434." (NOTE: This ad runs repeatedly.)

FACTOID: *"Patagonia fishing shirts are the best ever made for hot weather... the company stopped making them in 1989 but customer demand has prompted Patagonia to bring them back... the shirt will sell for about $70 and come in at least three primary colors... the toll-free number to get a catalog is 1-800-523-9597."*

FACTOID: *"A guy named David Lass in Deerfield Beach, Florida who has been collecting newspapers and magazines for 30 years... only special ones like first, last or anniversary issues or coverage of special events such as the Kennedy assassination... he's 89 now and wants to give them to someone who will appreciate them."*

IDEA! IDEA! IDEA! With a cellular phone, modem, satellite link-up, an IBM laptop and a good assistant, I could write this newsletter from anywhere! I just told Vanilla about this idea and she's so excited...

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She's Decided To Learn
How To Type!

IDEA! IDEA! IDEA! Why not sell bottled water in vending machines? Especially in gyms, beauty parlors, saunas, etc...?

FACTOID: *"JV Manufacturing Corp. makes spiral wrapped tubes manufactured on premises to your specs for posters, calendars, blueprints, etc... everyday low pricing for all your packaging needs; cartons, carton sealing tape, stretch wrap (?), bubble wrap, styro peanuts, gum tape... everything you need in stock for immediate delivery (305)885-4666."*

U.S. SURVEY SHOWS DECLINE IN ABORTIONS... *"there were 1,330,414 abortions performed in 1993, down 2.1% from the 1,359,145 performed in 1992... and down substantially from the 1990 high of 1,429,577... the ratio of abortions to live births is slowly declining, too. In 1993, there were 334 abortions for every 1,000 live births, the lowest ratio since 1977... only 1.3% of abortions were performed after 22 weeks of pregnancy in 1993, compared with 1.5% in 1992... speculation is that it is a combination of more condom use to prevent AIDS, more favorable attitudes to the pill and women being more accepting of having children without being married."*

HAT JUNK E-MAIL? YOU NEED TO GET SOME BEFORE YOU CAN STOP IT: *"Technology giveth and technology taketh away. While direct marketers can avail themselves of e-mail to gain a potent pipeline to consumers, software is available that allows consumers to dodge unwanted e-mail... "you can't prevent junk e-mail from happening," explained online marketing expert Cliff Kuntzman. "You can only prevent it from happening again, <u>after</u> you know the identity of the sender or subject matter."* NOTE: This article is stuffed with good info. I read it in the Miami Herald but, it is originally from the Seattle Post-Intelligencer.

NEARLY HALF OF ALL WOMEN HAVE BLADDER CONTROL PROBLEMS: *"The results of a study completed at Emory University in Atlanta, Georgia, concluded that 43.6% of women and 20.9% of men suffer from bladder control problems (urinary incontinence or UI) This alarmingly high percentage of females suffering from bladder control problems supports the fact that almost 50% of all sanitary napkins purchased by women are used strictly for UI... etc, etc, etc,..."*

TV "UNIVERSE" HAS EXPANDED, NIELSON SAYS: *"According to A.C. Nielson Media Research, the number of households with televisions in the United States has increased over the past year from 95.9 million to 97 million."*

ARMED WITH HACKSAW, PARAMEDICS SAVE PREGNANT WOMAN FROM PYTHON: *"Paramedics sawed off the head of a family's pet python Wednesday after the nine-foot snake coiled itself around a pregnant woman's stomach and entangled her husband as well... Mary Ann Carter, who is eight months pregnant, woke up about 10am to find Calena, a nine-foot-long Burmese python wrapped around her stomach and biting her buttocks... her husband Brad tried to free her using a small knife but he too became ensnared... then a neighbor joined in and used a crowbar to try to get its mouth off her... paramedics finally used a hacksaw to remove the animal's head and relieve its grip... Mary Ann Carter declined medical treatment on the scene but tests have been scheduled to see if the snake bite affected her baby."*

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FACTOID: *"Want to save on air travel? The August issue of Money Magazine says if you're headed overseas and willing to travel light, you can save at least 50% on the price of a full-fare coach ticket by giving your baggage space to a courier company. For more details, call the International Association of Air Travel Couriers at 1-561-582-8320."*

SAN ANTONIO - *"The San Antonio City Council has approved a plan to buy thousands of cats euthanized at the City Animal Control Facility, the largest in the state. The yearly sale of about 10,000 feline carcasses at $2.50 each is expected to reap $25,000 annually for the city."*

VAMPIRE RAPIST FLUNKS DRUG TEST, BACK IN JAIL: *"One day after his release from prison, the so-called Vampire Rapist was caught using drugs* (which, for some obscure reason, seems to be a violation of the conditions of his probation). *"I'm very pleased about it," said the sister of Crutchley's victim, who almost died when Crutchley drained nearly half her blood and drank it over a 22 hour period in 1985. She survived his attack by crawling out his bathroom window when he left her alone, handcuffed, in his bathtub. Crutchley, 49, was released from prison Thursday after finishing a sentence for raping and kidnapping a 19-year-old hitchhiker on Nov. 21-22, 1985. The 25-year prison sentence was reduced to just over 10 years because of state rules designed to ease overcrowding."*

FACTOID: *"Graceland in Memphis, withdrew its support and encouraged the convention bureau in Presley's hometown of Tupelo, Mississippi to do the same because of appearances by "Elvis Presley, Jr." And a lesbian impersonator known as Elvis Herselvis at the conference."*

HORSE LINIMENT EASES ARTHRITIS PAIN: *"Louisville, KY - an ingredient derived from hot peppers that decreases inflammation in racehorse's legs, has now been approved for human use. The ingredient has now been formulated into a product called... blah, blah, blah."*

FACTOID: *"A flawless ruby weighing about 9 ½ pounds has been discovered in Northern Burma. The 21.450 carat stone measures about five by seven inches."*

SAN ANTONIO - *"A self-professed "child-molesting demon" who has threatened to kill his next victim was released from prison Monday after agreeing to parole restrictions... blah, blah, blah... Larry Don McQuay, who has asked to be castrated in hopes it will stop his urge to molest... blah, blah, blah... McQuay, who has acknowledged abusing about 240 children... blah, blah, blah... he has written letters signed "Child-Molesting Demon," promising to kill his next victims if he ever gets out. McQuay must wear an electronic monitor on his ankle... he may not go outside Bexar County without written permission of the parole board... blah, blah, blah."*

FACTOID: *A memo circulating at Miami-Dade Community College offers the following advice to folks calling the "psychiatric hot line":*

- *If you are obsessive-compulsive, please press one repeatedly.*
- *If you are co-dependent, please ask someone to press 2.*
- *If you have multiple personalities, please press 3, 4, 5, and 6.*
- *If you are paranoid-delusional, we know who you are and what you want. Just stay on the line so we can trace the call.*

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- *If you are schizophrenic, listen carefully and a little voice will tell you which number to press.*
- *If you are manic-depressive, it doesn't matter which number you press. No one will answer.*
- *If you are delusional and occasionally hallucinate, please be aware that the thing you are holding on the side of your head is alive and about to bite off your ear.*

FACTOID: *"Porthole magazine offers travel tips and offers an insider's view of the cruise industry. The first issue contains ship reviews, an article on floating film festivals, and sailing in the lap of luxury. It's available at bookstores for $3.95 an issue."*

FACTOID: *"Hispanic-owned business are multiplying three times faster than all other U.S. firms... grew at 67% rate from 1987 to 1992... 863,000 firms in 1992... combined revenues of $76.8 billion... 89% are sole proprietorships... average yearly revenue of $94,000... only 15% have paid employees... blah, blah, blah."*

COLD WAR GIZMO MAY RENDER HIGH-SPEED COP CHASES OBSOLETE: *"Using technology that will begin to be tested next month, officers will be able to stop a car in its tracks by sending an electrical charge that disables a vehicles electronics and shuts off its engine... this gizmo is called a 'car-stopper'."*

FACTOID: *"Franklin Roosevelt, full of guile, reserved time for a quarter-hour radio address on the NBC network. Thomas Dewey reserved the next 15 minutes for his reply, thus taking advantage of FDR's listening audience. But Roosevelt spoke to clock time for only 14 minutes - then left one full minute of paid time in dead silence after his remarks. The listeners frantically twiddled their dials searching for sounds on other wave lengths, and the millions who found other stations as they twiddled were simply not there when Dewey came on the air to speak."*

STATE DISCOURAGING SEX AMONG MENTAL PATIENTS: *"Tampa - State mental patients should be discouraged, but not banned from having sex. At their last meeting Tuesday at the University of South Florida, the panel finally agreed on some general guidelines. Among the recommendations: Sex in public areas should be prohibited; In private areas, such as patients' rooms, masturbation is acceptable."* (These are the same guidelines I impose on my employees.)

FACTOID: *"A successful business is one that can keep prices competitively low and still make a profit. Case in point: The U.S. Postal Service. The rates for USPS products and services are among the lowest of any industrialized nation. That's pretty impressive when you consider what has happened to prices over the past fifty years or so. For instance, in 1940, a one-pound loaf of bread cost 8 cents, and in 1995 cost 79 cents; a half gallon of milk went from 25 cents to $1.43 in the same period, and a First-Class postage stamp went from 3 cents to 32 cents. Which, bottom line, means that First-Class postage rates remained well below the rate of inflation for that period - 21% lower, to be specific. The Post Office did all this while handling an ever-increasing volume of mail, which reached a record 180 billion pieces in 1995."*

NOTICE OF SEXUAL PREDATOR: *"To Whom It May Concern: Luis A. Rosa, Black, Male, D.O.B. 07-09-61, is a sexual predator temporarily and/or permanently residing in Miami Beach, Dade*

(go to page 6)

County, Florida. Luis A. Rosa was convicted on May 10, 1996, for the offense of Sexual Activity with a Familial Child on a victim fourteen years of age. IT IS ILLEGAL TO USE THIS INFORMATION TO FACILITATE THE COMMISSION OF A CRIME. By Richard Barreto, Chief of Police, City of Miami Beach Police Department."

UNRULY, DRUNKEN PASSENGER FINED: *"New York - An investment banker was fined $5,000 and placed on two years' probation Tuesday for a drunken scene aboard an airliner in which he was accused of defecating on a food-service cart. Gerard Buckley Finneran, 59, of Greenwwich, Conn., also was ordered to get counseling and not drink on airplanes. He became angry after flight attendants refused to serve him more wine aboard a Buenos Aires-to-New York flight Oct. 20. Court papers said he poured drinks on himself and, when flight attendants intervened, he threatened one and shoved another. Then, according to court papers, he climbed onto a food cart and defecated, and used linen napkins as toilet paper."*

MAN PLANS SEX CHANGE, GETS A MARRIAGE LICENSE: *"Painesville, OH - It's not a same-sex wedding, yet. But a judge issued a marriage license to a man who plans a sex change after he marries a lesbian. Since Ohio law specifies marriage as a partnership between a man and a woman, Lake County Probate Judge Fred V. Skok asked for a doctor's note specifying that Paul Smith of Willoughby still has male sex organs. Smith agreed to the request and got the license to marry Debi Easterday of Medina, said Smith's attorney, Les Evan Rockmael."*

200 ELEPHANTS KILLED IN WORST POACHING CASE: *"Brazzaville - Authorities found some 200 slaughtered elephants whose tusks had been sheared off in what they said Wednesday was the country's worst case of poaching. "Never in all my years as a forester have I seen such a massacre," said Dr. Oko Rufin Antoine of the ministry of water and forests. The poachers shot the elephants, many of them pregnant females or infants, then cut off their ivory tusks, leaving behind tons of rotting meat, he said. The sale of ivory is banned in most African countries."*

FACTOID: *"A 21-year old Tampa driver was on his way to traffic court to face a charge of failing to wear his glasses while driving, but he didn't wear his glasses and ran into a car involved in an accident."*

HEROIN DETOXIFICATION: *"4-hour procedure. Rod Treatment Center. Lance Gooberman, MD. Certified Member of the American Society of Addiction Medicine. Confidential 1-800-978-0808."*

NEW TREATMENT FOR PROSTATE SUFFERERS - ONE HOUR WITH MACHINE CAN REPLACE SURGERY AND DRUGS: *"Washington - Millions of men who suffer from enlarged prostate now can choose a one-hour treatment over drugs or surgery: a machine that literally microwaves the prostate to relieve urinary symptoms. The Food and Drug Administration approved the Prostatron, which kills excess prostate tissue by heating the gland with microwaves, based on studies showing it may help 75 percent of patients. The Prostatron is a one-hour, outpatient procedure that appears to work better than drugs and clearly is safer than surgery. The Prostatron, performed under local anesthetic, treats most symptoms successfully, with no significant effect on sexual functions, the FDA said. Manufacturer EDAP Technomed Inc. said the treatment is available immediately at hospitals that tested it: Georgetown, Rush Presbyterian Hospital in Chicago, Kidney Stone Center in Denver and the Mayo Clinics in Rochester, Minn. And Jacksonville."*

ANOTHER HOME HIV TEST GOES ON SALE NATIONWIDE: *"Washington - A second test for*

(go to page 7)

the AIDS virus that Americans can take at home went on sale nationwide Wednesday. Home Access Health Corp. of Hoffman Estates, Ill., began taking orders via a toll-free telephone number for its Home Access Express test kits Wednesday, two days after approval by the Food and Drug Administration. The kits let people take a blood sample at home, mail it to a laboratory and, three business days later, learn by telephone if they have the HIV virus that causes AIDS. Where to call: The number for the Home Access Express test is 1-800-HIV-TEST. The number for Johnson & Johnson's test is 1-800-THE-TEST."

IMPOTENCE CURE BEING TESTED - PILLS COULD BE OFFERED FOR SALE HERE BY LATE 1997: *"Washington - A pill that restores full function to impotent men is now in the final phases of clinical testing and could be offered for sale in the United States late next year, a British scientist says. The drug, called sildenfil, works by blocking the action of an enzyme in the penis that tends to aggravate impotence, said Dr. Ian Osterloh, a researcher with Pfizer Inc. in Britain. Osterloh said that in studies of hundreds of patients in Europe, the drug helped many men perform who had been impotent for years. The drug is now in Phase III trials in both the United States and Europe. Osterloh said his company plans to apply to the Food and Drug Administration for marketing approval late in 1997. So far, the side effects of the drug have been minor for most patients, he said, but that is still being tested. The side effects, Osterloh said, have included headaches, muscle soreness, and upset stomach."*

TRIAL OF SANTERIA PRIEST TO BEGIN TODAY: *"To find out how he will fare in his upcoming trial, <u>santero</u> Rigoberto Zamona killed three lambs, four goats, 20 chickens and ten doves last week. "We did a cleansing ritual in front of the saints to whom we dedicated the blood of those animals," he said. "That way we got the saints to talk." Blah, blah, blah... On June 11,1993, Zamona killed 15 animals to celebrate the U.S. Supreme Court decision that permitted the slaughter of animals in religious rituals... did so in the presence of invited journalists... prosecutors contend several of the animals were killed with a dull knife... Florida law requires that knives used for religious rites be razor-sharp... blah, blah, etc., etc.,... Zamona conceded the animals suffer but slaughter is part of the ritual and it can't be done another way... blah, blah, blah,... birds are beaten to death with stones, explained Zamona, who said he kills about 3,000 animals a year.*

'It's cruel, but it's part of our tradition and we have to defend our religious freedom,' he said."

Sounds like a kinder, watered-down form of Catholicism to me. Reminds me of how, back in 1513 the Pope decided female voices should never be heard in a cathedral. This was all fine and dandy except it deprived the church choirs if all those beautiful female soprano voices. Not to worry; the Pope had a solution; Just cut the nuts off all the young boys in the choir and then, they'd sing soprano forever.

Which is just what they did.

I'm curious; is Tiny Tim Catholic?

Hey, I bet some of my more "anal type" readers suspect this issue of my newsletter is specious, don't you?

It's not. As insane, trivial, important, ridiculous, funny or stupid as all these stories and factoids are,

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they have several important common elements:

1. All of them appeared in the Miami Herald, a major metropolitan newspaper. None of them are from the National Enquirer or similar publications.

2. All of them reflect life today... as it really is!

3. All of these stories are interesting and stimulating. Don't lie. You were fascinated by this stuff, weren't you?

But alas, you still don't see the point, do you? Well, don't beat yourself up about it. After all, if you already understood the macabre machinations of my tortured mind, there'd be no need for you to read this letter... and... I might have to work (ugh!) for a living.

Here's the point. Before you engage in serious physical exercise, you have to "warm up" before you can perform at your peak. Well, that's also true with "mental work." Know this:

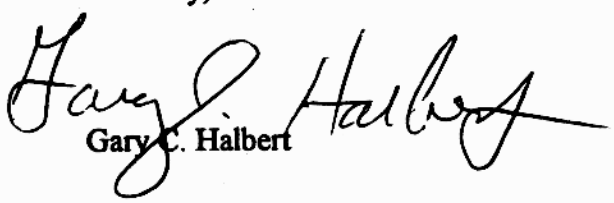
Hot Ideas Seldom Come
From A "Cold Mind"!

When you've got a job of thinking to do... warm up your mind first!

Gene Swartz used to do it by working math problems at the beginning of his work day. Others do it by working crossword puzzles. Some people deliberately go to seminars, not so much because they need the info, but rather, because everybody needs mental stimulation once in a while. Some people (like me) due to the nature of their work or their personality need it everyday.

And now, for whatever it's worth, you know one of the ways I get it.

Sincerely,

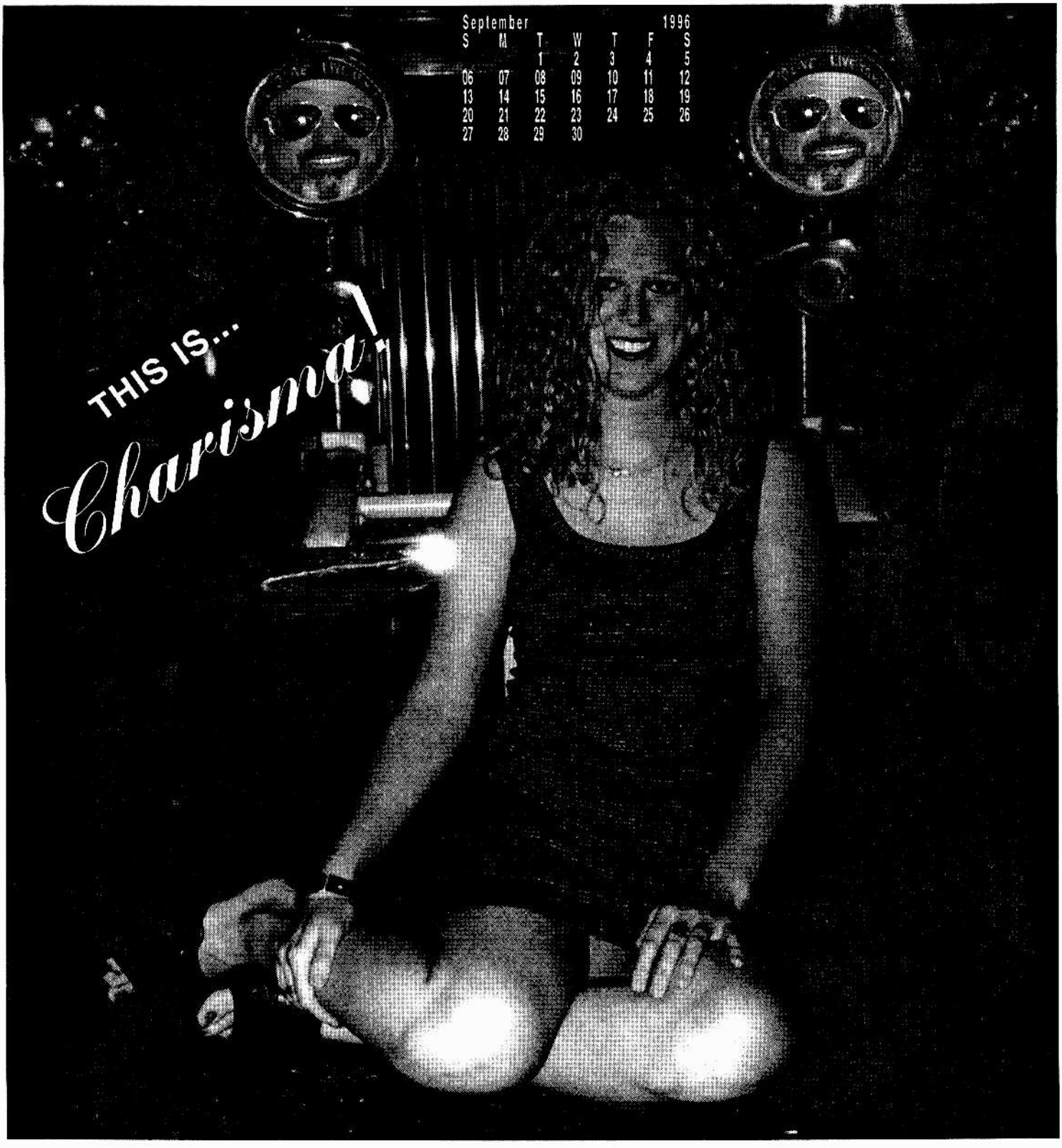


Gary C. Halbert

P.S. It is my profound belief you should avoid coming to any of my future seminars or ever watch or listen to the tapes of any of them. Why? Think about it: Do you realize what it says about you if you consider me a source of wisdom and guidance?

Peace.

SEPTEMBER 1996*



MISS REBECCA ANNE "PLAIN VANILLA" FREEMAN

*Calendar this month is in between "head" lights on Rolls.

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BY Gary C. Halbert

THE GARY HALBERT LETTER
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From: Miami Beach, FL
Saturday, 10:40 a.m.
November 30, 1996

Dear Friend and Subscriber,

Nothing is impossible for someone who doesn't know it can't be done.

A case in point: Once upon a time, there was a very rich man who was getting somewhat long in the tooth. He'd had a long, wonderful life... and... now... he wanted to leave his considerable fortune to his three daughters. They had married well. The rich, old guy had great affection and respect for all three of the gentlemen his daughters had chosen to marry.

So he boogies on down to the offices of the law firm which handles all the legal details of his business affairs. He tells his attorneys what he wants to do... and... that's when he began to learn the harsh realities of the probate, estate and inheritance laws here in this great land of America. These laws (like many other in the U.S.A.) are flat out insane. But, in truth, the probate laws in our wonderful country... *are truly special.* They are (naturally) ridiculously complex. But, when you boil them down to their essence, it all amounts to this: Whenever the guy upstairs decides it's time for you to check in to "Check-Out City," the process of transferring your money, property and all other forms of your wealth to your loved ones (or, even to your favorite charities) will involve:

(A.) A very long and totally ridiculous legal process.

(B.) Giving a ridiculously high percentage of your wealth to one or more unworthy, scum bag attorneys and...

(C.) Giving the U.S. government another ridiculous, unfair and huge chunk of your net worth.

After his attorneys explained all this to him, the rich, old guy was not a happy camper. Being a God-fearing man, he decided to express his feelings in a biblical manner. Then, he looked up at his team of high-priced attorneys and spake thusly...

This Sucketh !

He then asked if all the laws pertaining to probate could be found in the legal books his attorneys

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had in their private law library. They answered him in the affirmative. Then he asked if he could be left alone in that law library for a few hours every day during the coming week. His attorneys (behind his back, of course) rolled their eyes heavenward... but nevertheless... they granted his simple request.

Hey, what could it hurt? The old man had been a good client for many years. Why shouldn't they humor him?

And thus, it came to pass, the old man closeted himself in the firm's law library for the better part of a week. After that, he courteously thanked his attorneys and informed them they need not concern themselves with this area of his affairs any longer. The attorneys (sensing a loss of income) tried to dissuade him. But, alas, they could not.

The old man returned home and went about his business. He decided to throw a huge party to announce his retirement. He invited hundreds of people (including his attorneys) to this gala event. There was wine, food, music, other forms of entertainment, good conversation and, in general, a fine time was had by all who attended. When the party was at its peak, the rich old guy asked the musicians to take a break so he could mount the stage, pick up the microphone and make a few comments. He thanked everybody for coming. He briefly described (with humility) the highlights of the rich, good life with which God had blessed him. He had a wonderful wife, three wonderful daughters, wonderful friends, a wonderful business, and, he had enjoyed excellent health. No man, he said, had been more blessed. The only smudge on his otherwise wonderful life was that...

The Three Men His Daughters
Had Chosen To Marry Were
Crooks, Thieves, And All-Around
Unethical, Dishonest Scum!

He went on and on about this. The partygoers were astonished. They all thought the old man had respected and even loved the three men his daughters had married. How could he be saying these awful things? In public? At an event where everyone was being <u>video</u> <u>taped</u>?

From time to time, individuals in the crowd would sneak a peek at the three young men who were being so unfairly depicted. They seemed remarkably composed, as did their wives, (the old man's daughters) during the tirade.

Anyway, shortly after the old man had had his say, the party seemed to lose its festive atmosphere. All the guests went home... and... no one was surprised when, a few days later, a front page story in the local newspaper... about... how those three, maligned young men were suing the rich old guy for everything he had.

No one was surprised when they <u>won</u> their lawsuit either. After all, they had hundreds of witnesses... and... even a high quality video tape of all the old guy's libelous and public statements.

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And so, it came to pass that all the old man's wealth was lost in this vicious lawsuit. His three son-in-laws GOT IT ALL! Which, ,of course, they shared with their wives, whom they loved very dearly. And, believe it or not, they even found a way in their hearts to "forgive" the old man... and... they gave him a generous (very generous) allowance so he could exquisitely enjoy the golden twilight years of his life. And, guess what, his daughters, their husbands and, his grandchildren had all his money and...

Nobody Had To Pay A
Penny In Inheritance Taxes!

Or income taxes!

Or state taxes!

Or capital gains taxes!

Or property taxes!

Or... any other type of taxes whatsoever!

Why? Simply because, all the money that is won in a lawsuit for damages is always 100% tax-free!

Bet your attorney never told you that, did he? I wonder why? No, it's probably not because he doesn't want you to know. More likely... it's simply that he's so "brain dead," he has no clue about the significance of this fact.

But that rich, old man... *who didn't know*... it was impossible to avoid these unfair probate laws... went ahead and avoided them anyway. Please... let me say it again...

Nothing Is Impossible For A
Person Who Doesn't Know It
Can't Be Done!

Look, the biggest limitation all of us have is our "mind-set!" Here's an example of how (if you can make a simple "mind-set" change) you can make an ENORMOUS amount of money real, real fast. Let's say you have a direct mail letter that's working. But, not very well, though. Just "limping" along. Or, let's say you have a client who has a direct marketing mail sales letter (or, any other type of direct marketing campaign) that is working... but... only "so so."

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Here's what you do: You go out and get yourself a movie or TV star you can feature in that direct mail letter. In fact, make that star the writer of the letter. Make the letter come from the star. If you do this, the number of orders you (or your client) will get per 1,000 sales letters mailed...

Will Increase Enormously!

But wait! Doesn't the celebrity have to have some connection with what you are selling? Of course not, you dummy. Do you think all those millions of women I got to buy Tova Borgnine's face cream did so because...

They Wanted To Look Like Ernest Borgnine?

Get real.

However, being able to feature Ernie in that ad was important. Tremendously important. You see, what a star like Ernest Borgnine does for a campaign is... he credentializes it. If you say it's true, why should anyone believe you. Let's face it: Outside your family and friends nobody knows YOU from Adam. However, if Ernest Borgnine says it's true...then... for millions of people... *it's someone they know saying it's true.*

Tova and Ernest Borgnine are "nightmare people" to work with. I remember one day... when... in a violent rage, Ernie ripped 17 phones out of the walls of his home. On that occasion, Eric Weinstein and I had to bribe some poor young woman (lets call her Miss No Self-Esteem) to take the blame and tell the phone company she did it.

Well, that night, Mama Jo calls me and we get to chatting and, she (my very own mother) tells me what a nice guy Ernie is, and how lucky I am to be working with him. She'd never really met Ernie, of course... but... she had seen him on TV and in the movies... and therefore... she felt she knew him well.

Why spoil her fantasy? "Yes mom, he sure is a nice guy: It's a privilege to know him."

(NOTE: Actually, I do like Ernest Borgnine. He might be a little on the hot-tempered side... but... you'll never have to wonder where he's coming from.)

Forgive me, I digress. Let's get down to brass tacks. Let's say you've got a diet product and, a blind country music singer you can use as your celebrity. How would you handle that? Well, here's how one copywriter (the world's best) recently did it:

Dear Friend,

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If you need to lose weight, this will be the most exciting message you will ever read.

Here is why: My name is Ronnie Milsap and I have been in show business (country music) for more than 30 years. Perhaps you've heard some of my records such as "Lost In The 50's Tonight," "Any Day Now," "Stranger Things Have Happened" or, any of the other 127 songs I have recorded on 31 different albums.

However, the reason I'm writing to you is not about country music or show business. In fact, the only reason I even mention my career is because... I have learned... <u>everybody</u> in show business is concerned with their looks, their health, and especially their weight. And, it seems to me, so is almost everyone else in America. That's why I am very happy to tell you about an exciting new diet discovery that works like crazy for everybody who knows about it.

*Here's the story: yahta, yahta, yahta, yahta, yahta, yahta, yahta, yahta,yahta, yahta, yahta, yahta, yahta, yahta, yahta,

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More selling copy about weight loss product.

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Yahta, Yahta, Yahta, Yahta
Yahta, Yahta, Yahta, Yahta!

yahta, yahta, yahta, yahta, yahta,yahta, yahta,
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yahta, yahta, yahta, yahta, yahta,

Look, it may not be fair... but... I've been told... in America... people are judged more by how they look than anything else.

That is not the way I judge people. I don't care at all how people look. You see, I was born blind and therefore, I have a different way of judging people. What I care about is how people are on the inside, about how they make me feel when I hear their voice or touch their skin. Maybe I can't see a persons face or body... but... I bet I can see their "soul" just as good as anyone else. Actually, because I'm blind, sometimes I think maybe I can see someone's <u>real</u> soul even better than a sighted person.

I guess that's not the way it is with most people, since obviously, most people are not born blind. However, being blind has something in common with being overweight... and... that's why I want to help you if you have a weight problem. (By the way, you should know I'm not getting paid a penny to help spread the word about this amazing new weight-loss miracle.)

Anyway, what does being blind have in common with being overweight? Well, when people find out you are blind, their first reaction is one of pity. They have a strange reluctance to get close to you. It's like maybe they are afraid blindness is "contagious." Often, sighted people

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think a blind person is somehow defective and they are uncomfortable around them.

That's the way people used to feel around me. Not anymore. You see, I have been blessed with a God given talent and, when people experience my music... they not only hear my voice... they can also finally "see" my soul.

Overweight people have a similar problem. People can't see what's inside them. They only see the outside and, whether they say it or not, may people just don't want to be around someone who is overweight. Well, after this letter, people will be able to see you because...

You Are Going To Have
A New And Exciting Way
To Burn Off Body Fat...
Hour-By-Hour!

It's easy to order. All you have to do is have your credit card ready and pick up your phone and dial...

1-800-000-0000

You know what you will hear when you dial that number? You'll get an answering machine that has my voice on it. Why? Because... there is one more GREAT THING about this Amazing High-Speed Weight-Loss Program... which... for personal reasons, I didn't want to put in this newspaper ad. It only takes me 1 1/2 minutes (90 seconds) to tell you this last great secret... and... after that, a friend of mine will pick up the phone, take your order and answer any questions you may have.

So, call now. You'll be glad you did.

Sincerely,

Even more selling copy about weight loss products.

Ronnie Milsap

P.S. Yahta, yathta, yahta, yahta, yatha, yahta.

BUT, WAIT A MINUTE! You couldn't get a star like Ronnie Milsap to be in one of your letters could you? Wow, he'd be way too expensive, right? Not true. In fact, in this case Ronnie is doing it for free. Why? Simply because he likes the product and the people who are selling it.

But most celebs are not going to do it free. You will have to pay to get them. But, in many cases, not nearly as much as you might think. Remember, 98% of all movie and TV stars... *can't*

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pay their rent... from what they make from their acting careers. But...

It's Not The Money That's Stopping You... It's Your Screwed-Up Mind-Set!

How could you... *little plain nobody you* ever hope to work with a ... a... a... a movie star? Impossible! Shit man, all you've got to offer them is some money. And you... you are nobody... DON'T YOU EVER FORGET THAT!

BULLSHIT!

It's not your bank account that's important, it's your balls. Tell you what: If you believe you are unworthy of working with a celebrity... you are right!

And, if you believe you are worthy of working with a celebrity... YOU ARE ALSO RIGHT!

It's all in your head, Bubba... it's all in your head.

Sincerely,

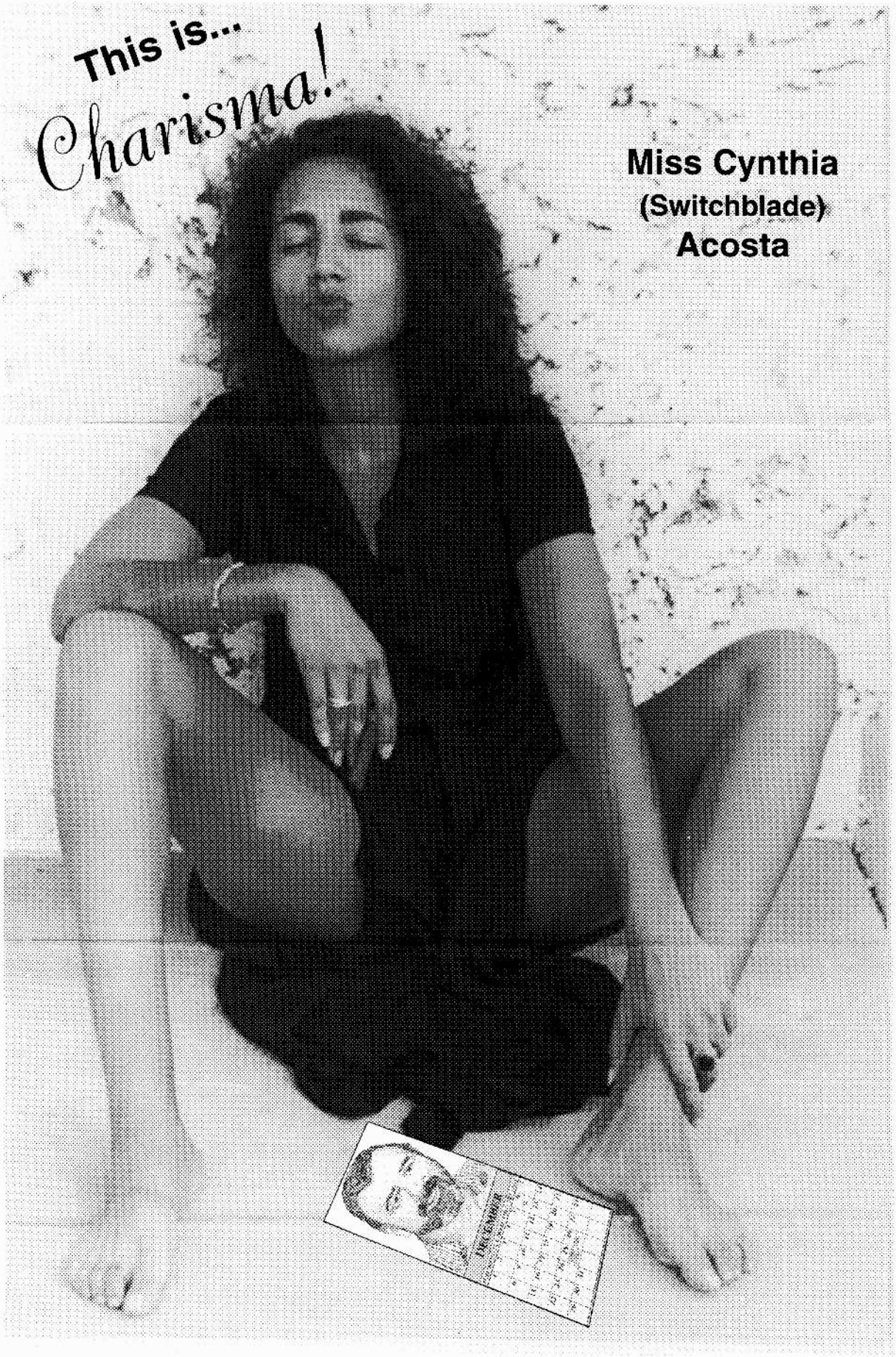
Gary C. Halbert

P.S. I know. I know. I've written about this business of using a celebrity to pump up your profits before. However, way too few of my readers have actually done it. So, I'm hoping maybe the approach I used in this letter will give you enough of a kick in the ass to get you going. If it does, you still know how to contact and deal with a celebrity. Well, don't let that stop you... because... as some of readers already know, I have written a newsletter/special report that reveals exactly, step-by-step how you can get a celebrity to help you make an enormous amount of extra fungolas.

If you don't already have a copy of this report, call my office at 1-800-250-7747 and we'll send it to you free.

Now, what's your excuse, you dingbat?

Peace.



DECEMBER 1996

Copyright 1996
by Gary C. Halbert

THE GARY HALBERT LETTER
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From: Miami Beach, FL
Saturday, 10:40 a.m.
December 31, 1996

Dear Friend and Subscriber,

1997 will mark the 12th year I have been publishing this newsletter.

So much has happened (and so much has changed) during all those years... that... when I read over my back issues, it's like reading about the adventures of an entire tribe of dysfunctional maniacs... instead of... just one spastic, human misfit. I've made a lot of recommendations to my readers over the last decade and many (in fact, I believe most) have turned out to be useful, profitable and dead-on accurate. I've received thousands of communications from people thanking me for my advice and telling me...

They Have Made Fortunes Ranging From Several Hundred Thousand To Several Millions of Dollars By Doing the Advice I Have Published In This Newsletter!

However, not all recommendations I've made in this newsletter have turned out to be profitable. Some of the ideas I thought to be good ones turned out not to be good at all. Worse yet, some of the people I recommended turned out to be lazy, inefficient (and, sometimes dishonest) silver-tongued weasels who could not, or simply did not, deliver on their promises.

Still.. I believe...

> *"It is better to live a life of excitement and hope... trying new ideas and approaches... that sometimes do and sometimes don't payoff... than to be an insecure, paralyzed loser who ends ups on his deathbed wondering "what if?"*

Let's face it: Sometimes the cutting-edge is the *bleeding*-edge. It goes with the territory. The only sure way to avoid being knocked down is to never stand up.

Whatever. Listen: With that preface, I'm going to tell you about something in this newsletter, I don't honestly know if it's good or not. What I know for sure is, this is definitely interesting and, at least, potentially profitable enough to merit a close look from all of us. So, what we're gonna discuss here is the idea of...

Accepting Checks Over The Phone!

I've heard a lot about this over the last couple of years. A few people told me it didn't work out for them.

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Other people tell me, the ability to accept checks by phone (if done properly) can very dramatically enhance the profitability of almost any kind of mail order or direct response business.

What's real? Who knows? I sure don't. However, I've just received a package of very interesting info from a gentleman located a few miles north of me in Boca Raton, Florida. His name is Larry Schwartz and he and his partner, Pearl Sax, purport to have devised a method that makes it possible for customers to pay you instantly from their checking account... or... their savings account...

BY PHONE, FAX, E-MAIL, COMPUTER OR INTERNET!

They say, last year, total payments by check were *$42.2 trillion dollars*. Wow! That's 70 times more than all credit card payments ($581 billion.) And yet, they say, 98% of all companies and organizations who accept payment by inbound and outbound phone, fax, computer, e-mail and web site have never allowed checking account holders the same instant-payment privilege as credit card holders.

They say, by using their service, you will increase your sales 20% to 200% immediately. What follows is the "guts" and an 11-point summary of the benefits they are promising:

HERE'S WHAT CHECKS BY PHONE AND CHECKS BY WEB, LARGEST, SAFEST, OLDEST AND MOST ADVANCED CHECK PAYMENT SERVICES, WILL DO FOR YOU RIGHT NOW, AT A COST YOU CAN EASILY AFFORD.

1. **Permit all 200 million U.S. checking and savings account holders to pay you instantly and safely by giving you their account number. Plus all in Canada.**
2. **Provide you with both CHECKS BY PHONE and CHECKS BY WEB – share with you the techniques that enable you to increase revenue literally overnight.**
3. **Enable you to transmit your transactions instantly to the CHECKS BY PHONE Processing Center by computer or fax for authorization and payment.**
4. **Same day or overnight deposit of checks, drawn on each customer's account.**
5. **Save thousands of sales when the caller's credit card doesn't receive authorization; when they don't have a credit card; when told they must mail a check (70% don't.)**
6. **Give you everything you need to transmit, plus suggested ad copy, phone dialog, logos, etc., to maximize sales from consumers, businesses, MLM distributors, etc.**
7. **Provide check verification or guarantee; eliminate all possible fraud.**
8. **Eliminate C.O.D. and paperwork for billing. No more "Check's in the mail." Automated one time, partial, multi payments, installment billing, whatever you specify.**
9. **Total safety; financial stability; many years of successful experience with companies and service bureaus of all sizes in 38 different industries. "Safest checks and check system," says award from the National Association of Chiefs of Police.**
10. **No limit on size or quantity of transactions. Instant on-line or batch processing.**
11. **One-time sign-up then a small charge per transaction, generally less than credit cards. You can't afford not to offer CHECKS BY PHONE and CHECKS BY WEB!**

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OK. Now if you've called my office in the last half-year or so, there's a very good chance you would have talked to my best friend and "Road-Dog" buddy ROCKO, from Key West. Rocko is a flat-out, rock-n'-roll, "get-the-job-done" super commando type guy who truly fears no evil (especially punks like the soon to be incarcerated, Alan MacDonald.) Anyway, Rocko came up to help me get over a hump and a 1/3 million dollar loss of income caused by the aforementioned piece of scum. Rocko's now back in Key West following his own star but, he comes up to help out here at the office whenever I need him. This man has been a Godsend to me (and many others) and, I think maybe I've found a way to partially repay him.

More about that later.

But first, you should know it was Rocko that put me on to this check by mail stuff and kept nagging me to tell my subscribers about it. Also, it is Rocko who has been dialoguing (what a dumb word for me to use) with Larry Schwartz and it is to Rocko the following letter was written. I have decided to reproduce it here word-for-word, exactly as it was written with no editing or alterations whatsoever.

Dear Rocko,

Would you believe that total check payments last year were 70 times larger than all credit card payments? That's right -- $42 trillion vs. $581 billion. What a huge payment potential.

Gary knows us for years -- knows that we are solid as the rock of Gibraltar -- that we're one of the nation's leading authorities on credit card and check fraud control and loss prevention. We were recently honored by the National Association of Chiefs of Police for having the safest checks and the safest check system in the U.S.

While some people might hesitate to give their checking account number to an unknown travel promotion company who calls them -- your customers will have no hesitation about giving Gary Halbert the numbers at the bottom of their check as instant payment.

You'd have the same information if they mailed you a check -- and this is such a convenience for them -- no hassle of writing the check, addressing the envelope, postage, mailing it, etc.

You now, as of this moment, have the ability to accept checking and savings account numbers on the phone, by fax, modem, e-mail, and via a web site. 95% of respondents will use their checking account number; 5% will use their saving account.

As of this moment I have made you a gift of both CHECKS BY PHONE and CHECKSBYWEB merchant status -- a $770 value.

You simply modem or fax the transactions to us -- as many at a time as you wish -- with the same basic information you'd transmit to the credit card processing center -- name, company, if any, address, city, state, zip, phone number, amount of the transaction and the numbers at the bottom of the check from left to right. Also the number in the upper right hand corner of the check.

All you pay us is 2% (minimum $2.00) of each transaction you transmit to us. Enclosed is the simple record layout that will fit quickly and easily into your order processing system. Also a fax form that you can use if you prefer to fax transactions to us. (If you fax your transactions, there is a 35 cent charge for data entry.)

We Fedex your checks (no limit on the dollar amount of each, or the quantity) overnight, ready for deposit.

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There's a batching charge of $2.50 every time we ship to you to cover our cost of assembling the checks with the cover report sheet that serves you as deposit slip, talking to Fedex, etc.

In the same way that you will be debiting the checking accounts of your customers every day, we debit your checking account every day we ship, for our daily charges. That way we are able to run a large company with no accounts receivable. Many of our clients now do the same.

The check drafts we send you go through the banking system like any other checks. The customer receives the cancelled check at the end of the month with his statement -- which serves him as a convenient receipt.

The key word is "convenience."

We have a color cover that we use for every mailing -- the headline, "HOW TO MAXIMIZE YOUR SALES, CASH FLOW AND PROFIT FROM ALL MEDIA" was inspired by the title of Gary's book, "How to Make Maximum Money in Minimum Time."

I have told so many of our clients about your newsletter -- how Gary went from a $20 book, to a one year newsletter subscription, to a three year subscription, to a $2855 lifetime subscription, to a $7000 and higher seminar, to audio and video cassettes.

We have done the same during the 14 years we've been in business. We had founded one of the first large 800 number services in 1973 and have fought credit card fraud in the trenches for our hundreds of clients.

We were fortunate to sell our telephone company in 1982, together with a 35 year old catalog company we had acquired.

Right away we moved to Florida and started our present companies to capitalize on the lessons we had learned about stopping credit card and check fraud.

Our first manual (now in its 13th edition) was "Credit Card & Check Fraud: A Stop-Loss Manual," of which we have sold thousands of copies at $199.95

Next came a newsletter ($159.00 per year), which we published for ten years. And a monthly column for DM News, which we wrote four years.

Then three fraud-blocker data bases for direct marketers, ranging from $515 for the printed version of one to $5025 for the mag tape version of the largest.

Then a consulting service, for which were paid $5000 a day for a minimum of three days (with clients like AT&T, Prodigy, Colonial Penn Life Insurance Company, Boardroom Reports, General Foods Direct Marketing Division, etc.)

Then came helping small direct marketers secure Visa/MasterCard merchant status (using the close relationships we had developed with a number of fine banks.) We've helped 1200 companies so far.

Our biggest service of all, CHECKS BY PHONE, was born five years ago, now provides 34 variations of instant payments to match the needs of hundreds of clients in 38 different industries.

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We've built all the things we've learned, including our data base, into CHECKS BY PHONE. We also perfected CHECKSBYWEB, which enables consumers to enter their checking account number into a web site, with total encryption to assuage any fears they may have.

So if anybody has learned the Gary Halbert lesson about starting from one point and growing into many others, it is Larry Schwartz and Pearl Sax. (We've been partners for 23 years and married for 21!)

Now it's pay-back time.

You are now equipped to start taking checking and savings account numbers by phone and fax (and any other electronic means.) If Gary is not yet on the Internet, he sure will be soon -- he can attract so many people with his never-ending kaleidoscope of profit-building wisdom -- and sell so many of his publications and services with such tiny advertising cost. Your existing newsletters and tapes will give you a ten-year headstart on the material for your web site. We'll talk you through that if you need any guidance.

Funny, what started out as a half-page cover letter ended up as a four page literary work. I really enjoyed telling you how you have been the model for so much of what we have done. Yes, we did it our way, using our skills and background, but the pattern of our growth follows your pattern.

We were in Key West recently for the Fantasy Weekend and passed the building where we had first met Gary. Sorry you weren't there to say hello.

Call me with any questions. Fill out the enclosed three pages and fax them back to me so we can set you up on our computers.

Now I feel good. Gary won't have to move back to Ohio and take up bowling!

With all good wishes --

Sincerely,

Larry Schwartz

Larry Schwartz

P.S. Fax the three Agreement pages back to me now so I can assign your CBP Account number, which will appear on both your modem and fax transmissions.

P.P.S. You can view our web site by entering www.checksbyphone.com or www.checksbyweb.com.

Okay, that was their personal letter to us. Now here, on the next two pages, is the promotional material they send to everybody else who inquires about their service.

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GET PAID INSTANTLY
WHEN CUSTOMERS GIVE YOU THEIR CHECKING OR SAVINGS ACCOUNT NUMBER BY PHONE, FAX, E-MAIL, COMPUTER OR INTERNET

You transmit this information to our Check Processing Center by modem, fax or e-mail for instant authorization and deposit into your checking account. Sign up for instant CHECKS BY PHONE™ and CHECKSBYWEB™ service today!

$42 TRILLION POTENTIAL

The potential for you is awesome! $42 trillion total check payments last year, 70 times more than $581 billion total of all credit card payments.

200 MILLION NEW CUSTOMERS

All 200 million business and personal checking accounts automatically receive the same instant-order and instant-payment privilege from you that only credit cardholders have had for 30 years.

SAVE EVERY SALE WHEN CREDIT CARDS CAN'T BE USED

* When the customer doesn't have a credit card
* When their credit card is maxed out
* When your price exceeds their credit card limit
* When callers are told they must mail a check, up to 70% lose the impulse and never mail the check.
* When they simply prefer to pay by check.

CUSTOMERS LOVE THE CONVENIENCE

* They are spared the time and hassle of writing a check.
* Their orders can be filled immediately
* There are no interest charges
* They are totally safe
* The canceled check serves as their receipt

YOU WILL ENJOY

* Profitable new ways to market your products or services
* 20% to 200% increase in sales
* Instant cash flows
* Automated billing and collection
* Payment options to meet all customers' needs
* Giving faster service to your customers
* Substantial savings

I WANT TO DEPEND ON YOU FOR

Total safety -- zero fraud loss; screening every transaction past special proprietary fraud-blocker data bases
No limit on the size of my transactions

(go to page 7)

No limit on the quantity of my transactions
Immediate delivery of everything we need in order to transmit to you by modem, fax or e-mail
Suggested advertising copy for all media
Suggested telephone dialog
Maximum additional sales
Fastest cash flow
Screening all check numbers for accuracy; processing under top security
Eliminating normal billing costs (paper and labor for invoices, statements, envelopes, mailing, postage, dunning, collection costs)
Eliminating cost and risk of C.O.D. shipments
Automatic collection of sales tax, shipping and handling charges
Eliminating travel expense when both transaction and payment can be accomplished on the phone, by fax, e-mail, etc.
Increasing response at no additional advertising cost when I offer CHECKS BY PHONE™ or CHECKSBYWEB™ in my TV infomercials and commercials -- Radio commercials -- Print advertising -- Catalogs -- Direct mail -- Inbound telesales -- Outbound telesales -- Web site -- Web mail advertising -- Package enclosures -- Bulletin boards -- E-mail -- Pre-paid phone calling cards -- Fax broadcasting -- Publicity releases
Making sure all payments arrive on specified due dates
Enabling us to provide faster shipment, increase customer satisfaction and reduce customer service calls
Reducing need for borrowing, increasing interest earned on deposited funds, thanks to speeding and increasing cash flow
Eliminating lost and delayed revenue and interest when customers promise to mail a check and don't mail or mail late
Payment options to meet all customers' needs
Your 23 years of payment systems experience
The best tech support and customer service

I WANT TO OFFER MY CUSTOMERS THESE CONVENIENCES

Spare them the time and hassle of writing a check
Provide them with fastest possible service and shipment
No interest charges
Total security
The canceled check serves as their receipt

"SAFEST CHECKS AND SAFEST CHECK SYSTEM IN THE NATION"

Dennis Martin, president of the National Association of Chiefs of Police, presenting award to Larry Schwartz and Pearl Sax, creators and directors of CHECKS BY PHONE™ and CHECKSBYWEB™

(go to page 8)

Well, there you have it. At the very least, you've got to admit they make a hell of a case for what they offer, don't they?

Now, hear this and hear it well. I am not recommending you do business with these people and I am not recommending you start accepting checks by phone, fax or whatever. What I am recommending is, you INVESTIGATE this area. As far as I know, Larry Schwartz and Pearl Sax are good, honorable people. If you want to check out what they have to offer, here is their number:

1-407-998-9020

Let's get back to Rocko. As I said, he's been a Godsend to me. He's back in Key West full time now but, we're still very close and help each other from time-to-time however we can. Well, as you know, for years my office was in Key West. When I left, to move to South Beach, I left behind three warehouses full of personal and business stuff. As it turns out, Rocko has taken it upon himself to inventory and organize this stuff and he has unearthed a virtual treasure trove of valuable marketing material that goes as far back as 11-years. All the back issues of my newsletter, all the audio and video tapes of my seminars. Special reports. Lots of material from very sharp marketers other than me. Rocko says, much of this material is invaluable and he wants my permission to sell it...

At A Deep Discount!

Why not? I've told him he can make any deal he wants on selling this material. Also (and this is the only thing that truly sucks about Rocko) he is fascinated by computers. That means, I guess, if you want to purchase any of this material, he can take your check by phone. (He says.)

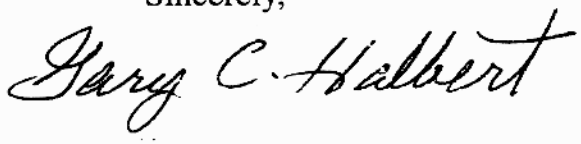
Yeah sure.

Whatever. If you are interested in any of this deeply discounted stuff I've authorized Rocko to get rid of, you can call him at...

1-305-296-6152

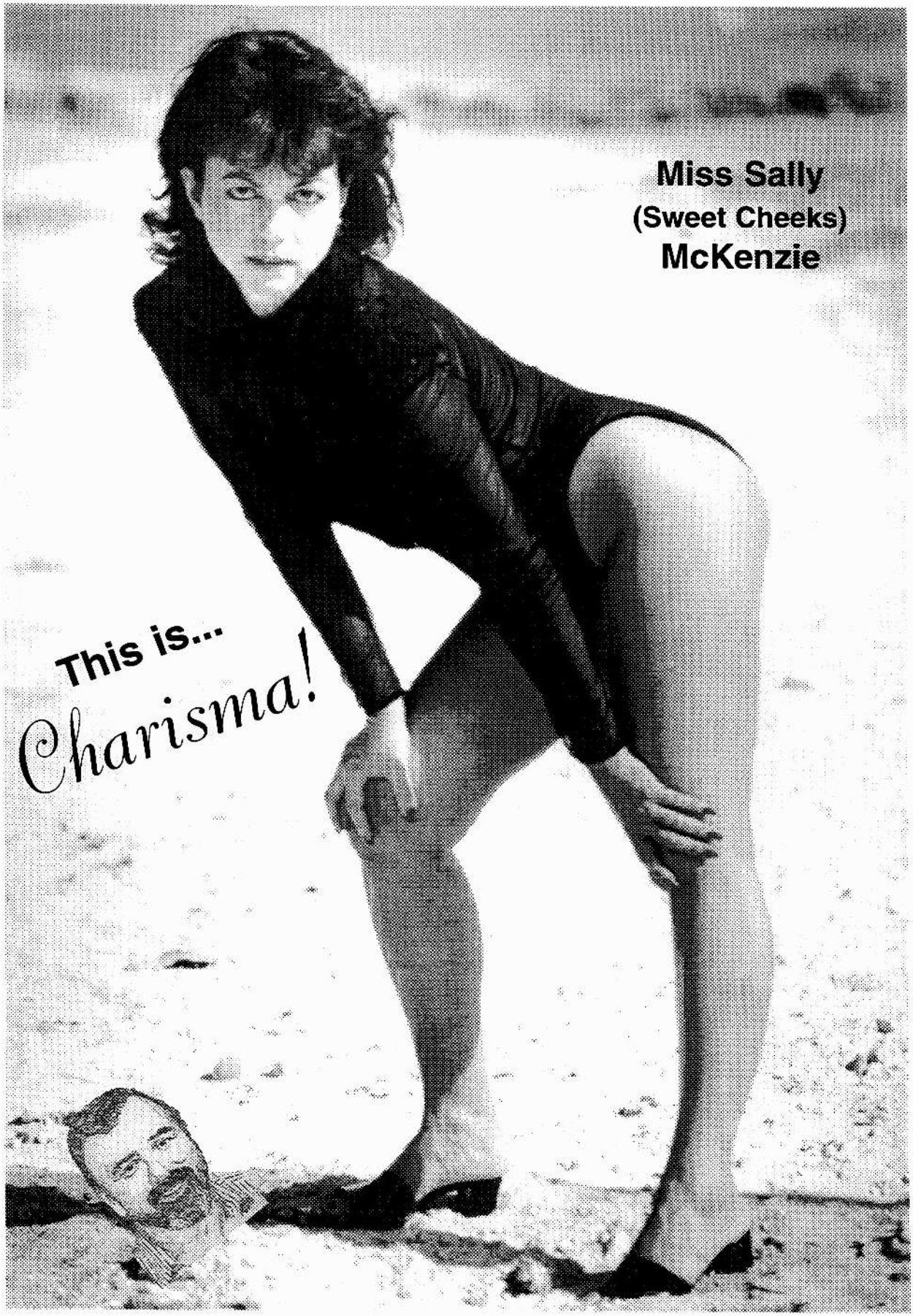
Also, I'd welcome any feedback from my subscribers on this check by phone idea.

Sincerely,



Gary C. Halbert

P.S. I have no "P.S." this month.



JANUARY

1997

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THE GARY HALBERT LETTER

820 Ocean Dr. #308
Miami Beach, FL 33139

Phone
(305) 534-7577

Fax
(305) 534-8366

From:
Miami Beach, FL
Friday, 7:53 a.m.
February 28, 1997

Dear Friend & Subscriber,

I bet Bill Gates never had a good piece of ass in his life.

I'll get back to the crucially important subject of Mr. Gates' sex life (or lack thereof) in a moment. But first, please allow me to digress a few moments to other matters of far less global significance.

Listen, I've been wanting to do something nice... something... *very special*... for my Lifetime Subscribers for a long time... and... if you're one of my "Lifers" you're gonna love this one!

As you know, I've been writing and publishing this letter going on 11 years now and, during that time, I've been giving a few very expensive seminars, usually two or three times a year. Well, as it happens, each year, more and more of my newsletter subscribers and seminar attendees are members of the medical profession. Surgeons, shrinks, chiropractors, plastic surgeons, dentists (especially dentists), pediatricians and proctologists. (Speaking of proctologists, how does someone make the decision to make that his career of choice? Is it like that scene in "The Graduate" where some guy whispers the word "plastics" in Dustin Hoffman's ear? Except, the guy says "assholes!"?)

Whatever. Let's focus on dentists. Many of the D.D.S.s I've worked with like Travis McFee, Kit Weathers, the Madow Brothers and many others have become fabulously successful. It irritates me *so many* dentists I have worked with have far eclipsed the meager financial successes of their impoverished mentor. So therefore, I have decided..

The Dentists Of America Have To Pay!

Ah yes. I've been asked to give a Gary Halbert Seminar especially for dentists. This seminar is not about dentistry; it is about the business of dentistry. But, the way I've put this together, makes it *the most valuable* seminar... anyone... could attend... *no matter what... business they are in.* This is going to be my most intense seminar I've ever given. It's going to happen here in

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Miami Beach at the Eden Roc Resort & Spa (as posh as posh can get) on April 10th, 11th, 12th and 13th. Guess what it costs to attend? Are you sitting down? Ready? Okay boys and girls, the cost for a dentist to attend this seminar is... $17,000.00!

You read it right. That's seventeen thousand smackeroos. And, it's gonna be worth every penny! I agreed to do this seminar (and, put my heart and soul into it) based on two conditions:

1. I get paid a healthy fee.

2. I get to let my Lifetime Subscribers attend... FREE!

Condition #1 was no problem. When you're gonna get 100 or so D.D.S.s to shell out 17 thou apiece to attend a seminar, you can afford to be pretty damn generous with the guy making it happen. But, they sure as hell didn't like that second condition. So... I made the decision easy for them. "It's very simple," I said, "if my Lifers don't get to come free, I'm not going to do the seminar."

They caved.

And so, Buckwheat, if you are a Lifetime subscriber to this letter... and... you want to attend the hottest marketing seminar ever... and... you want to attend free... here's what you gotta do... and... you gotta do it now:

(A) Call the **Eden Roc Resort & Spa** at **(305) 531-0000** and book your room.

(B) After that, and only after that, contact my office... by FAX... and let us know you are coming. We can't take phone calls for this. We're working feverishly to pull this deal together and there's just too many of my Lifers (not to mention all those dentists) who want to attend this seminar for us to spend time with each of them on the phone. Besides, after you sign up, you'll get an info package that gives you all the nitty-gritty logistical details. So, if you want to come, make your room reservation at the Eden Roc and **fax my office (1-305-534-8366)** a very short letter thanking me for making this possible for you... and... giving me your name, address, daytime phone number with area code, and confirmation number of your Eden Roc room reservation.

You're welcome.

Okay, back to Bill Gates and his sex problem. Actually, to be factual, I guess I should describe this as what I perceive to be his wee, wee-wee problem. You see, Bill Gates can only use one hand when he...

WAIT! I gotta digress again. As I age I suffer more and more from CRS ("Can't Remember Shit") and, if I don't get this next part down on paper, I might forget. So, sit up and pay attention. Come closer. I've just read what I consider to be one of the best sales letters ever written. I'll tell you why this letter is so good after you read it. Here's the letter:

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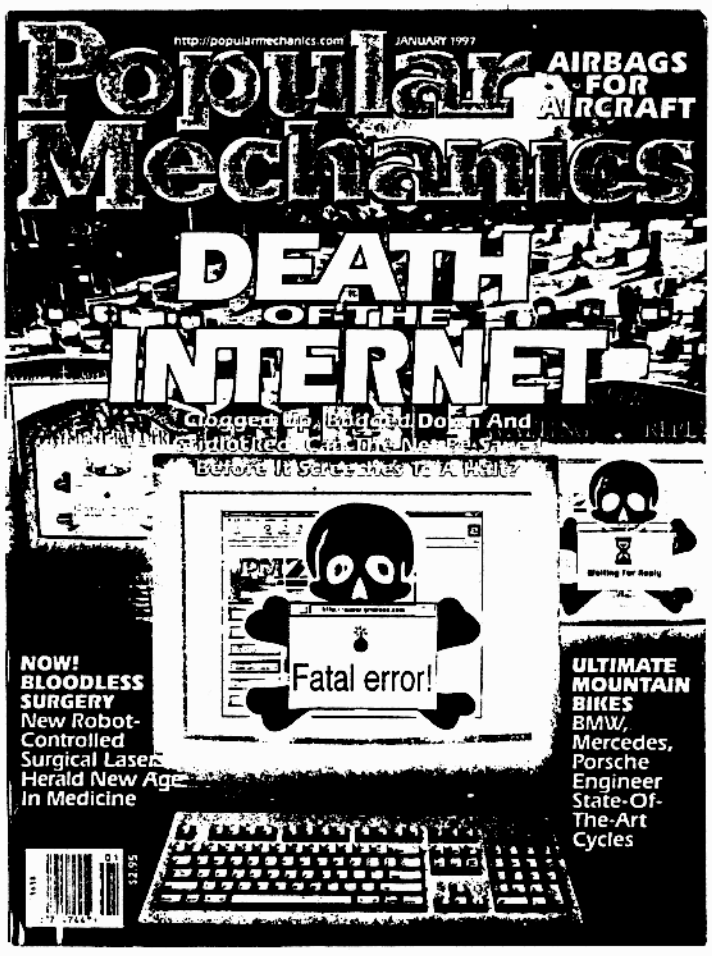
SPECIAL REPORT:

Is The Internet Alive Or Dead For Marketers In 1997?



Dear IC Member,

Pictured at right: the cover of a recent issue of POPULAR MECHANICS, featuring an article "Death Of The Internet". As you know, I've remained an "Internet skeptic", I think with good reason. This article and others, and many savvy individuals' analysis of and experience with the Internet just isn't very good. Let me summarize the negatives first:

1. **As this article points out, it's crowded, cluttered, disorganized, and, increasingly, hard to get on - "busy signals" for minutes to hours are the norm" - and slow to use.** The first class action suit was recently filed against AmericaOnline, seeking to stop their sale of new memberships on the grounds that they cannot provide services as promised to the members they've got. AOL's problems are a micro-cosm of the entire World Wide Web.

2. **The huge numbers of on-line users is, for most marketers, an irrelevant although seductive illusion.** Most "business users" are using this thing one way and one way only: for e-mail....as a communication tool, like the phone or the FAX. They aren't "surfing". Or buying. In homes, the primary users are kids under the age of 18.

3. **The "marketing success stories" remain few and far between,** are often exaggerated and distorted by get-rich-via-Internet promoters, and many are not at all useful as models for the rest of us. The biggest winners are all in the "sex business" one way or another. The two web sites visited most: Playboy and Penthouse. The lion's share of the actual direct sales transactions are with sex products and services related sites. What was the 900# business is now on the Internet, but with pictures. In a recent A&E report on the "gentlemens clubs business" (which is booming), that industry's experts predicted the Internet offered their greatest opportunities for revenue expansion.

4. **Contrary to popular promotion, marketing via the Internet is NOT "free."** It takes time, attention and energy away from other, more predictable opportunities. There are costs for site set-up and maintenance. Etc.

For all these reasons, and others, I remain an Internet skeptic. However, over the past handful of months, I've conducted an exhaustive analysis of what opportunities do exist and may develop re. the Internet, for a client of mine already operating one of the largest Internet "malls" and doing about 50-million dollars a year or so of Internet business, and, yes, there are positives and positive indicators to talk about, too. For example:

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1. A large percentage of adult Internet users spend a lot of time visiting web sites, surfing, conversing, plucking items of interest off bulletin boards, participating in news groups, and so on. In this month's newsletter, I noted the amount of time each visitor spends at a cataloguer's web site - phenomenal. I can tell you that the average visitor to MY web site goes through five to ten "pages" and stays there for some time. These folks are serious info gatherers.

2. My favorite expert Ken McCarthy (who I'll tell you more about in a minute) insists that people are less critical of what they find and read on the Internet than they are of traditional advertising.

3. *Somebody* hooked to each computer has money. After all, you're talking $2,000.00 or more in hardware, hundreds of dollars for software, and $20 a month or more to be hooked up, for service.

4. Most of the web sites and other marketing efforts now populating the Net are terrible, defy everything we know about direct-response, and cannot possibly produce. As John Tighe says "In the land of the blind,the one-eyed man is king." Where all the marketing is done by fools, there's opportunity for the few with smarts. (At Ken's recent seminar, which I attended, he fully explained the big, most commonly made mistake with web sites and, by gum, just about everybody IS making that mistake.)

And there are some intriguing things you can do on the Internet - for example:

NEAR-ZERO COST CONTINUOUS COMMUNICATION WITH CUSTOMERS AND TARGETED PROSPECTS

- Once you identify Internet users who are your customers or bona fide prospects interested in what you are all about, you can e-mail them as often as you want, at a cost so cheap it's almost zero....with the push of a single button. Obviously, this has its appeal. Imagine being able to send out a monthly customer newsletter with zero printing or postage costs, no addressing, no stuffing.

NEAR-ZERO COST PUBLICITY....PROMOTION TO THE MEDIA

- One of the few things I can tell you from personal experience is: the media *is* using this thing. Probably because they're lazy. Journalists of every stripe are going to web sites in search of story material. Talk show producers are searching the Net for guests. I have definitely gotten press as a result of my web site. (There are even pros who do publicity blitz's via Internet for $500 to $1,000. Ken told me about one, which I just used.)

LOW-COST, CONVENIENT RESEARCH

- The Internet is a very valid and powerful research tool. In my newly revised 'How To Make Millions With Your Ideas/Inventor's Friend Course', for example, we list over 200 Internet locations for help with idea protection, copyright patent, trademark, marketing, financing, business plan documentation, and we include hours on CompuServ, because of their proprietary services and discussion group for inventors.

And there ARE some people figuring out the puzzle: how to make money by direct marketing via the Internet. Small businesses? Yes - there's a garden center and nursery, for example, that reported a $7,000 profit its first 30 days on the Internet. There are mail-order marketers of everything from hot sauces to clothing to specialty books. There are the biggies, like Amazon Books. There is just enough legitimate, successful activity to hint that there could be more.

How Can You Sort Out The Wheat From The Chaff?

Do you remember the old game show "Who Do You Trust?" Who can you trust to give you the straight scoop here?

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That brings us to Ken McCarthy. Ken, a long-time IC Member, is one of the very, very few "white hats" I know of in this field. Quite frankly, the crowd of so-called experts promoting get-rich-on-the-Internet in various forms is mostly made up of charlatans, liars, frauds and, at best, theorists. Not Ken. Among other things, his company hosted the first business conference held anywhere, entirely devoted to doing business on the Web. Marc Andreessen, the whiz kid from Netscape (100-million-dollar net worth at age 24) was the keynote speaker. Ken's book, 'The Internet Business Manual', was the first book published in Japan about doing business on the Internet. And the Japanese computer giant, NEC, holder of over 65,000 scientific patents, pays Ken a fat retainer just for his continuing advice about marketing on the Internet. (By the way, if you have the tapes from my 1993 DM Conference - $3,495.00 per person to attend - you've already heard Ken, although not about the Internet.) Ken has numerous clients, small and large, some of whom ARE making money via Internet marketing, and he is a legitimate practitioner, a service provider charging fair and reasonable fees, and simply somebody who really knows what he's talking about.

Unfortunately, it's almost impossible to get personal time with Ken even if you want it. He's just about as busy as I am - and more reclusive. After all, he IS a "computer nerd." But you may recall that I hosted a special seminar by Ken, just for IC Members, by invitation, late last year. You missed it, but you can still get most of it.

One Of The Toughest Seminar Audiences.....

Ken asked me to deliver a small, focused group of tough-minded, marketing savvy entrepreneurs from diverse businesses, who would have their "BS detectors" on and would demand practical, crystal clear, truthful, how-to information from him. I did deliver such an audience (myself included) and we did ask Ken tough and practical questions. We drew out of him information, ideas and proven how-to's that, quite frankly, I haven't found the equal of in all of my other research combined. Skeptical as I was and am, I found a few things I could immediately do to profit from the Internet. Some of the people in the seminar who are much more interested in all this went home and implemented dozens of strategies.

By the way, I don't go to many seminars. To do so, I have to write off days that could be sold for at least $4,600.00. I have to travel, and I do enough of that anyway. And most often, I'm disappointed. But I am very glad I was at THIS seminar and I would urge anybody using or contemplating using the Internet for marketing purposes to go - if they could - but they can't, because Ken is NEVER doing this again. He did it just to get everything on tape and into printed form. He's not a seminar giver by profession or passion. But you CAN get the seminar "in a box", to go through in your home, at your convenience.

What Will You Gain?

First, finally, **a very clear understanding** of what this thing is, how it works, the pros and cons, flaws and opportunites, real costs, and the info you need to determine whether or not *you* should be involved and, if so, how. Take all the mystery, confusion, techno-gobbledygook out of this, once and for all.

Second, re. web sites, you'll learn **how to "build cheap" and what common copycat mistakes to avoid.** By the way, you do not even need to be online yourself - or even to own a computer - to understand all this and, if you choose, to profit from it. Ken shows you how to do everything with pencil, paper and a fax machine. For example, for a low monthly fee, you can have orders or even e-mail captured for you and delivered to you by FAX if you want to do it that way.

Third, you'll learn **how to "promote smart."** How to do truly targeted "posts", attract site traffc, create publicity, and so on. What you can and cannot do and how to do it.

Fourth, how to buy or rent the services you need **without getting ripped off.** (It's a jungle out there. One woman at the seminar was being overcharged by hun-

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dreds of dollars a month - and blatantly lied to.) You may choose to do some business with Ken. But if you don't, you will be infinitely better equipped to deal with service providers in your home town. You'll almost certainly see savings of thousands of dollars thanks to Ken's blunt advice.

What *Can* You Get Your Hands On?

Obviously, we can't go back to late last year and plunk you down in the seminar itself. But the giant Manual that I walked away from the seminar with is, itself, more useful and valuable than the literal room full of Internet "stuff" I've gathered from every other imaginable source. It is the seminar in print. Everything everybody got at the seminar plus more. Ken's making it available for just $377.00. Believe me, you can blow three hundred bucks on utterly useless Internet marketing services so fast it'll scorch your mouse pad. And there is not a decent professional seminar you can go to anywhere on this subject for such a low price.

But **there's more.** In this exclusive offer, Ken is also including the audio cassettes from the entire day PLUS a 30-minute telephone consultation - both without extra charge.

Oh, and if you wind up using Ken's company to put up and maintain a web site for you or perform other Internet marketing services for you, you get the entire $377 back in service credits. (But don't worry: this is NOT a giant "pitch" for Ken's services. Not even close. This is a thorough, comprehensive, understandable teaching presentation.)

This is a package built to sell for over $1,000.00, yours at about one-third of that price. Ken can only accept a limited number of my IC Members on this basis, and he reserves the right to cancel the offer at any time. If this interests you, I urge you to use the attached Order Form and/or call Ken's office at 415-928-4072. Don't wait. You may be turned away.

Bottom-Line, Final Thoughts

Marketing via the Internet definitely is NOT for everybody, at least not now, not yet. For many, there is a compelling argument for ignoring the entire thing, putting blinders on, and sticking to what works for you now or to more predictable opportunities. However, for some, there is a compelling argument for getting in now, early, learning ahead of the herd, and finding opportunity. I cannot begin to tell you what to do about that decision. I can tell you that, if you do have an interest in using the Internet for marketing purposes, then you need Ken McCarthy's information....to protect yourself, to shorten your learning curve, to have a realistic assessment of your opportunities, and to maximize whatever profits may be possible for you.

Sincerely,

Dan S. Kennedy

PS: Personally, I'm not about to pack up a tent, cooking utensils, first aid kit, musket and powder, and go tramping off on a safari in some jungle for my vacation. (Anything less than 24 hour room service is "roughing it" in my book.) But if I was going to do that, I'd damned sure do it with the very best guide I could find and hire.

PPS: This IS a very limited offer. There's an expire date on the order form, but that's the outside possible date. Ken can only handle a limited number of the consultations, so this offer may very well be withdrawn before this expiration date. The only certain way to participate is to call immediately.

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What you've just read is a letter I consider *so good*, I think everybody should study it and, seriously consider using it as a "template" for one of their own sales letters. Here are reasons I consider this one of the top 10 sales letters I've ever read:

1. It's honest. Almost everything ever written about marketing on the InterNet (including stuff written by me) is bullshit. Much of this misinformation was written by honest but misled and misguided people (like me)... and... much of it has and is being promoted by out-and-out rip-off con artists. Either way, "Bullshit is bullshit" and there ain't none of it in this letter.

2. It's informative. Even if you have no interest in what's being sold, this letter gives you the low-down real scoop on InterNet marketing by a man who knows what he is writing about. In other words, this letter has value for all who read it, not just for those who want the product it describes.

3. It's lean. No excess verbiage. Not a wasted word. A direct hit. A "bull's-eye" marketing missile with no clutter whatsoever.

4. It is balanced and reasoned. No ranting and raving about the "bad guys." No **"YOU'RE CERTAIN TO GET RICH WITH THIS!"** hyperbole. Explains the pros. Explains the cons.

5. It's illuminating. This letter does, I believe, reveal what might turn out to be a breathtaking opportunity to make money. I myself am going to order the product it describes.

What's that? Why do I have to order it? Did you think I already have this product because I myself was promoting what this letter is selling? That I have some financial interest in all this?

I don't. None whatsoever.

Dan Kennedy has no clue I'm writing about his sales letter. As for Ken McCarthy, I don't know him from Adam. In fact, until I read Dan's brilliant sales letter, I was 100% oblivious to Ken McCarthy's existence. Never saw or heard him speak at a seminar. Never watched him on video. Never heard him on an audio tape. So, promoting his InterNet product is not what this issue is about. No. It's just I consider the sales letter you've just read *so damn good* I wanted to make sure all my subscribers got to read it. Just how good is this letter? Well, I'm gonna give it what I consider (arrogantly) the highest accolade I have to offer. What I mean is...

This Sales Letter Is So Good
It Reads Like It Could Have Been Written
By Gary Halbert!

Hark unto me. I first became aware of Dan Kennedy's existence while listening to one of his audio tapes during a long solo drive through the American southwest. Dan has written many books, given many seminars, created many video and audio tapes and my advice to you is... **GET EVERYTHING HE HAS TO SELL!**

When you discover a true marketing genius, you should get every scrap of info he/she has to offer. I can't even imagine something written or taped by Claude Hopkins, Robert Collier, Joe Karbo and other "legends" I wouldn't rush to buy sight unseen. Heed this: If someone's got it, *for real*... you should *feel lucky* to be able to buy it from them. Once again, Dan Kennedy has no clue about the contents of this issue of this newsletter. He'll know about it approximately the same time you do. When he gets it in the mail. So... GET HIS SHIT... STUDY IT... GET ALL OF IT! **Dan's** number is **(602) 997-7707**.

You know, maybe I'll make February my annual month for writing a "Gary Halbert Recommends"

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issue. That'd be interesting, wouldn't it? An annual review of stuff I think my subscribers should consider purchasing... all of which... I personally have no financial interest in whatsoever.

Like maybe this: Here's something that will be of interest to "REAL PLAYERS" only. No guarantee of a financial return whatsoever. This is one of those deals that's like a Rolex watch: You don't buy it so you'll know what time it is; you buy it simply...

Because You Can!

Here's the scoop: For $2,500 fungolas, you can become a sponsor of the 1997 MISS CARIBBEAN AMERICA pageant. I'm not gonna tell you the real reason you should consider this. Certainly not in print. But here are the reasons as stated in the literature:

Event Date: **March 14 - 17, 1997**

As a sponsor for this 1997 Model Search you are entitled to the following:

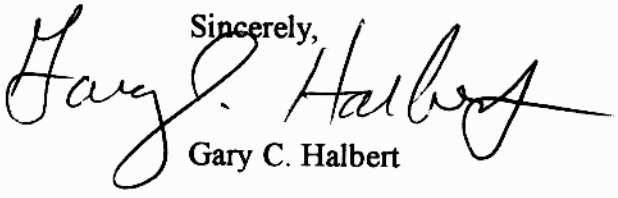
One private room (lodging) at the Americana Hotel during the promotion; Complementary meals and drinks at the Hotel/Casino during the span of the promotion; **Transportation to and from the airport near the Hotel/Casino;** One judge position; **Live name mention of you and/or your company during the event(s) if you desire;** Distribution of any corporate printed material/information you wish offered to the audience; **Gift/benefits packages to include an official 1997 Miss Royal Palm Casino Judge and Sponsor shirt and other Hawaiian Tropic memorabilia;** Your name and/or company name to appear on event invitations (if desired); **Invitation(s) to the private receptions with the lovely PAGEANT CONTESTANTS, judges, and other VIPS;** Invitation(s) to the International finals in Las Vegas; **A fabulous weekend of entertainment and fun with super VIP treatment;** A chance to rub elbows with Sir Gary of Halbert and some of his fabulous (see *this month's* calendar) Charisma girls!!!

Wanna know more about this? If so, call **Amy J. Raley** at **(1-561-995-7265)** and tell her you're a Gary Halbert subscriber and you want all the details. But please... don't call if you are merely a "certified wannabe." Please... don't embarrass me. Call only if there is at least a "smidgen" of a real chance you will participate.

And, by the way, yes, I do have an interest in this dealybop.

But, it ain't financial.

Sincerely,



Gary C. Halbert

P.S. I've ran out of space. As far as "Billy's" sex life is concerned, I'll try to get to that in another issue.

Sorry.

Peace.

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THE GARY HALBERT LETTER
820 Ocean Dr. #308
Miami Beach, FL 33139
Phone
(305) 534-1967
Fax
(305) 534-8366

From:
Miami Beach, FL
Wednesday, 12:56 a.m.
April 16, 1997

Dear Friend & Subscriber,

This is going to be a hard and brutal letter for you to read.

If you are what I call a "Player" you will instantly identify and understand everything I'm going to write about. If you are not, you won't even have a "clue" (and you never will) of the importance of this core message.

Last week, here in Florida, a man who thought he was wealthy found out he wasn't when he lost all his money. He still had his mansion, his Mercedes and all the other "trappings" of what he considered his wealth.

But the money was gone.

So, what does he do? Well, he and his wife decide to commit suicide... but... they finished up one final chore before they offed themselves. What they did is, they killed their child.

The explanation they left behind? They couldn't allow their son the "shame" of having to grow up without money.

Last week I also read about someone else who had experienced a few little problems. First, her husband whom she loved very much, surprised her by committing suicide. Then, her daughter decided to have nothing more to do with her and she and her daughter became estranged. When all this began she had a jewelry company she started herself and operated with great success. Unfortunately, somewhere down the line, she allowed her jewelry company to be merged with another company, Regal Communications, which got into a bankruptcy mess and left her 37 *million* dollars in debt to the creditors of the parent company.

She was wiped out.

She prayed. She asked God to strike her dead. After 30 years of struggle, her life consisted of nothing but the realities I mentioned above... plus... a plethora of other problems I won't bother to describe.

Her suicidal impulse didn't last long... because... she remembered something. What she

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remembered, was how many other times she had hit rock bottom and didn't give up. She remembered (and just in time) the strategies she had used to triumph over those dark times in the past. She decided to try those strategies again.

And, they worked again.

She got over the grief of losing her husband, repaired the relationship with her daughter, turned around her financial situation... and... she's now, once more, on top of the world again.

She feels blessed. So much so, she gives self-help seminars all over the country and tells thousands of people how she rebounded from an installment plan of tragedy and not only reinvented her life... but also... did so in such a way...

She Made The Invention
Worth Patenting!

The woman I'm talking about is Joan Rivers, the famous comedienne, and she has written a book called *Bouncing Back*. The message in her book is how she has survived *everything* and, how you can too. I highly recommend you read this book and soon. Her strategies not only work when you are down; they are also useful when your life is on an "up" curve... or... just going along in an average way.

You know, over the years, I've been up, down, over and out and everything in between. Many people have hired me to do marketing for them. Many have become partners with me in different business ventures. Many have invested with me in different projects. *Thousands* of people have read my advice or listened to me tell it to them in person.

But, here's something curious: The people who have made the most money because they were associated with me... *are those people who bet on me when I was down!*

Isn't that curious? I remember the first time it happened. Dennis Haslinger had decided he wanted to go into the mail order business and he decided to back me and pay all my bills until I came up with something that would be profitable.

I thought it would be a snap. I had ideas so good (I thought) they couldn't lose.

I was wrong. After months of failure (what I then considered failure) I was ready to throw in the towel. I called Dennis and asked him to meet me in the bar and lounge of the Akron/Canton airport. There, over drinks, I told him I was sorry, I was ashamed of myself, I couldn't justify asking him to give me any more financial backing. I told him I thought "maybe" I could still make the project work... but... I wasn't sure anymore and I invited him to back out.

I'll never forget his response!

"Gary," he said, *"I honestly think you are the best copywriter who ever lived. I believe in you 100%. What I'm going to do is back you and pay your bills so you can be free to create no matter how long it takes!"*

I nearly started crying. This was so different from the reaction I'd always gotten from family

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and so-called "friends" whenever, in the past, I would try something that didn't work out.

I was moved... *and energized*... by what Dennis said to me that day. I redoubled my efforts. Then redoubled them again. Then, one drizzly day, while sitting in my car (that Dennis was paying for) I "broke-the-code."

The rest is history. That was in 1968 and today, almost 30-years later, that company is still the largest of its type in the world. *By far!* The creative work I did after that airport meeting with Dennis is still being used by that company and now has generated something in the neighborhood of a *billion* dollars.

All because some guy said to another guy, *"I believe in you"* and, was willing to back it up with his wallet.

The shoe's been on the other foot too. Every once in a while, over the years, I've seen "something" in a person who seemed to have no "visible signs" he or she would ever become a success. Maybe that "something" I was able to see was that same "something" Dennis Haslinger saw in me at the Akron/Canton airport.

I don't know. What I do know is, I've made a ton of money (and some lifelong friends) when I gave certain people genuine encouragement and financial backing when they were down and nobody else believed in them.

Here's something else: I've learned, for the most part, the only people I want in my life are those people who have already... *had life beat the living shit out of them*... several times. Why? Because, until life does beat the living shit out of you (and trust me, it will) you are still likely to believe in Bill Clinton, the Pope, the Tooth Fairy, the Easter Bunny and many other forms of far more dangerous nonsense.

For example, you will believe you personally will never lose your spirit or your will to fight; that nothing can ever take the fight out of you. You will see yourself as an invincible warrior which, I guarantee you, you are not. Here are the opening sentences of a book called *Cinnamon Skin* by John D. MacDonald, one of my favorite authors:

> *"There are no hundred percent heroes.*
>
> *"Every man can be broken when things happen to him in a certain order, with a momentum and an intensity that awaken ancient fears in the back of his mind. He knows what he must do, but suddenly the body will not obey the mind. Panic becomes like an unbearably shrill sound."*

Cinnamon Skin is a book you should read. The first chapter graphically tells the story of a very good man who was broken by something that seemed to be very "trivial" compared to the other difficulties he had conquered.

But, the truth is, you never know. That's what people who have had life beat the living shit out of them completely understand...

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They Know, That You
Never Know!

Don't get too cocky about you being different. And... don't get too judgmental about others who have snapped, given up or fallen into despair. You see, no matter what it looks like on the surface... *you never know*... what "demons" are working inside the mind of that person to whom you feel so superior.

By the way, if this letter seems like I'm rambling, then, so be it. Whether you like it or not, I'm going to "ramble" even more. But... if you stay with me, you're going to see Ol' Halbert tie all this together in such a way as to make a bunch of light bulbs go off in your head. And maybe... *just maybe*... near the end of this letter, you'll learn something you can almost immediately profit from in a financial way!

But first, a couple more stories that will, until later, seem unrelated. Listen: Some years ago, a couple of college guys went to Las Vegas and settled down at a roulette wheel and kept careful records for an entire year. During that time, 17 was the most times in a row the same color came up. Then, during their second year in Las Vegas, they waited until finally, the same color (I can't remember if it was red or black) came up once again 17 times in a row. Then, on the next spin of that wheel, they bet everything they had on that color... because... they knew... it was almost *virtually impossible* for that color to come up again for the 18th time in a row.

They lost everything they had. A roulette wheel has no memory and those college kids, in reality, were making a bet on which they had slightly less than a 50% chance of winning.

Don't ever think that surely... *nothing else*... could possibly go wrong. That this, whatever "this" is, has surely got to be the end of it. It doesn't got to be the end of it. Red or black can come up for the 18th time in a row. Or the 19th. Or the 119th!

Also, don't ever think things are as bad as they can get and couldn't possibly get *worse*. The truth is... *there is no bottom to the bottom!* And... don't think things can't go bad *fast*. I mean *really fast*.

Ask Christopher Reeves. He was... virtually... SUPERMAN! And then, in a split-second, he was a paraplegic, living proof that...

"Tomorrow Is Promised
To No One"

Enough of that. There is a CHEERFUL side to these truths also. Namely, *"We can't possibly recover from this"*... or... *"We can't win from this far behind"*... is always wrong.

The real truth is, life deals you a new hand every day. Some of those hands will contain cards that are *spectacularly* good. Some will be *horribly* bad. Many will be mediocre. But, none of those previous hands you've been dealt... *will give you any clue whatsoever*... what kind of cards you will be dealt today.

One other observation: Today, more than ever before, with all our new technology, there are endless... *new ways*... things can go bad; ways we can't possibly anticipate and we've never

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even dreamed of. However, the "flip side" of that little coin is, that nowadays, there is also always...

A NEW WAY TO WIN!

More than anything, I think, it depends on how much "heart" you have. Back in the 1980's when I went to work for Ernest and Tova Borgnine, Ernie's career was in a drastic slump. In fact, if I'm not mistaken, it got so bad he had to file bankruptcy. Then, one day he was offered a part in the TV series, "Magnum P.I." You know what they offered him? Six hundred dollars. Can you imagine? A lousy $600.00 for a guy who had won an Oscar for best actor?

He didn't let his ego get in the way. He took the job. The exposure got him more jobs. Which got him more exposure. Which got him more jobs.

Etc. And he got back on top.

Something else I remember about Ernie. Back then, after I had made millions for the Borgnines, I got into some hot water. All Tova, his wife, wanted to know was, *"How will this affect me? Will this hurt the company?"*

Not Ernie. The only thing he wanted to know was, *"How can we help, Gary?"*

Kinda makes you understand why he's the star in that family, doesn't it?

Anyway, in the last 18 months, I've been writing some of the best sales letters and ads I've ever written in my life. One of those letters brought back $260,000.00 from a $6,000.00 investment. That was only the test mailing too. It was a test of only about 5% of the total names on the mailing list.

But, the rest of those names never got mailed.

Please, don't ask me why. Perhaps I'll write about that someday. But, for the time being, I don't even want to think about it.

But, I want you to think about something: What would you do if... *for real*... you were kidnapped by Martians every month... and... they made you do totally weird things? Like dress up in a chicken suit and peck for kernels of corn on the floor of a warehouse somewhere? Or made you get down on all fours and gallop around like a pony with an albino dwarf riding on your back? Or made you stand up and sing *"99 Bottles of Beer on the Wall"* over and over for 18 hours at a stretch?

I don't know what you think you would do... but... I bet I know what you would actually do:

You Would Stop Telling
People About It!

No matter how true it was, after the third of fourth time, when you started to tell your wife or best friend about how it had just happened again... about how this time they made you put on latex gloves and give 500 overweight middle-aged men an impromptu prostate exam... well.. I

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think about then (because of the reaction you were starting to get from people)... you'd maybe just decide to stop spending energy trying to make people believe you. Instead, you just might start concentrating on figuring out some way to... *just kill the damn Martians*... and... maybe you'd start to redirect all that energy you were wasting trying to get people to believe you...

Into Going Back To The Basics
That Made You A Success
Before The Martians
Started Messing With You!

That's sorta where I am right now.

I'm not going to explain everything that's happened to me in the last 18 months. Because, if you try to explain what knocked you down while you are down, it will be perceived as an excuse. But, if (like Joan Rivers) you explain what happened after you are on top again... then... people can understand it's really true and learn from it.

Besides, I haven't been knocked down that far. I haven't had my spouse commit suicide like Joan Rivers. Nor have I become paralyzed while riding a horse like Christopher Reeves. Actually, all I've lost is money and a lot of my work. In the last year, I've had $340,000 stolen from me, had nearly all my files and records stolen, had my videos and audios stolen, had the hard-drives of my computers erased with a magnet, had the "masters" of the CD-Roms I had created stolen... and... had a few very good people (including ME) make some sad and silly mistakes. I've had three extremely successful mailings fail to go out... because... some low-income types stole the postage and, I've had some "can't-fail" projects go so wrong... *for such crazy reasons*... I've gotten to the point where I'm starting to laugh about it.

But, luckily, I've found someone who can help me.

Me.

Check this out: The other day, I'm scheduled to speak at a seminar in Orlando. I'm leaving my apartment, rushing like crazy to make my plane. As I'm locking the door to my apartment a friend rushes up to me and tells me the contents of one of my storage units in Miami is going to be auctioned off at 10:00 a.m. that morning for $682.00. He wanted to know if there was anything important in that unit. *"My Rolls Royce,"* I told him.

When he asked me what I was going to do about it, I told him I had a seminar to go to, that I didn't have $682.00 to pay storage, even on a Rolls Royce and, to his astonishment, I left.

Anyway, I get to the seminar and there's been a terrible foul-up. The mail announcing the seminar never got mailed, some other things got screwed up... and... instead of the expected 200+ attendees, there are five. When I get there another speaker is listlessly talking to that "crowd-of-five" and doing so in a manner that indicates he just can't wait until this "ordeal" is over. When he sees me, he brightens up, cuts his presentation short, tells the group Gary Halbert is here and tells me to come up and take over.

You know, at that instant, I made a decision. I decided to give those five people... *the best I had to offer!* Just as though there were 5,000 of them in that room instead of five. What I did

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is... *I gave one of the best presentations of my life!* They were so interested, when my talk was over, they took me out to eat so I could tell them more. The next day I did the same thing. *Once again, I put everything I had into giving those people the education of their lives.*

They didn't know I couldn't even pay the storage on my Rolls. They had no clue I had hocked my watch to get my electricity turned back on (true) and to be able to pay my employees. They didn't know how I'd started to doubt myself and wonder if I was some kind of "shit magnet."

They didn't know any of this. All they knew is they had a dynamic, passionate "been-there-and-done-that" guy standing in front of them... telling them the true scoop about what they could do to dramatically increase the profits of their businesses.

And guess what? I got paid and paid big time for that presentation! You see, at the end, one woman who was under a lot of stress because her mother was dying, talked several minutes about how much my two informal presentations had helped her... how no one had ever revealed these techniques to her before... how she knew she would now be able to turn her business around... and...

How Much She Appreciated
What I Had Given Everyone
At That Tiny Seminar!

Everybody else said the same thing and, that was my payoff. It felt good.

It felt damn good.

Later, as I thought about it, I realized what had happened. What I had done was, I had stepped out of the "shit-of-my-life" for two days, stopped worrying about truly unimportant things like Roll Royces and Rolexes... and... started concentrating on *helping other people*... just like I used to do.

I know it sounds odd... but... *I feel wonderful!*

Maybe I don't have the right to feel wonderful because, as I sit here and write this, I'm dead broke. I'm several months behind in my rent and, if I can't pay up by the end of the month, I won't even have an office. But you know what? I didn't have an office when I started. I didn't have a Rolls or a Rolex then either. Holy cow, how did I ever make all those millions without an office, a Rolls or a Rolex?

You think maybe I could do it again?

Let's find out. I've decided to give it my very best shot, just like I did at that seminar and, for the first time in YEARS...

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Gary Halbert
Is Available!

You need someone to write copy for you? Call me. I'm available.

You need a private consultation on marketing? Call me. I'm available.

You need someone to come to your office and give a private seminar to all your employees? Call me. I'm available.

Are you giving some kind of public seminar and you need a "killer" speaker? Call me. I'm available.

Do you need anything done that has anything to do with marketing? Call me. I'm available.

1-800-250-7747

Sincerely,

Gary C. Halbert
A "Born Again" Copywriter

P.S. This is not the first time I've been broke. I do not lead a "safe" life. It's more like a roller coaster than a slow walk on the beach. I guess that's just my nature. In fact, as I reflect back on it, in spite of all the millions and millions and millions I've made, I've managed to "go broke" seven different times. Each time, someone stepped in and helped me out by hiring me at a generous fee. And each of those people got rich (literally) because they bet on me.

But, here's what gets me. Those people (unlike me) stayed rich.

That's weird, isn't it?

Peace.

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THE GARY HALBERT LETTER
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Phone
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(305) 534-8366

From:
Miami Beach, FL
Wednesday, 10:10 a.m.
May 14, 1997

Dear Friend & Subscriber,

I've been writing this newsletter since September, 1986 and I have received thousands of letters, phone calls and faxes from people expressing their appreciation for what they got from reading those letters.

But never anything like what I got from my last issue.

The response from that issue has put me back on the board. Financially, emotionally and spiritually. I could devote this entire issue to expressing how grateful I am for all the help and encouragement I have received.

But, I'm not going to do that. Not now. I'm too close to it. Truth be told, I have a hard time dealing with appreciation and compliments. It's not what I got much of when I was growing up and, because of that, it's hard for me to take it in and let myself enjoy it. Especially the degree and amount of it I've received since mailing out that last issue. I'm tempted to fill up this issue by writing about all of you who've been so supportive this last month but, I daren't do that. Not now. It's too fresh and I'm afraid I'll get too caught up in it and not be able to do my job here. So, it'll have to wait. But, I've got to say something so, here's what I can manage at the moment.

Thank you.

OK, let's see if I can give you an idea or two that'll be profitable for you. First, if you use direct mail, I'm going to suggest something you can test which might give you a *surprising* increase in response. You know, since direct mail was invented, trillions of sales letters have been mailed. And untold thousands of things have been tested. Mailers test price. Red reply envelopes versus blue ones. Different mailing lists. They test (usually, based on my advice) attaching a "grabber" to the first page of their sales letters. They test offers. They test first-class

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versus bulk rate. They test different size envelopes and different size letters. They test different copy slants. Different appeals. Including a brochure or not including a brochure.

And on and on and on. Everything you can think of. But, there's one big thing you can test I bet you never thought of. It's something, if we lived in a perfect world, shouldn't make a difference. But, guess what? According to evidence I've been collecting, I now have reason to suspect we don't live in a perfect world (hard concept to accept, isn't it?) and so, if you use direct mail... I *urge* you... make this test...

Test Using One Post Office Versus Using Another Post Office!

I haven't moved. I still live right here in Miami Beach. But, I have changed my mailing address; it's now in Ocala, Florida. (See letterhead.) Why? Because, for a long time, I've suspected I wasn't getting all my mail. Then, about a week ago, I have dinner with another guy who has been, over the years, a very big player in the newsletter business. Turns out he moved here to Miami Beach about 1-1/2 years ago and he too has decided not to send or receive mail from the Miami Beach post office. He said he put out a big mailing the last week in December so it would hit the first couple weeks in January. His results were way off. As much as 40%. A mystery. Then, in March, three months after his mailing went out, the post office delivers a big bunch of orders to him that were postmarked in January. He tried to find out "why" but nobody had an answer for him.

Let's go back in time. Years ago, in another life, I lived in Ohio. Then, I decided I wanted to have an office in Florida. I started doing business out of Fort Lauderdale and, lo and behold, the response to the major mailing I was sending out back then took a dramatic nosedive. My wife at the time, Nancy, told me the reason was obvious: People simply wouldn't respond to a Florida address like they would to an Ohio address.

Sounded silly to me. Just didn't compute.

But I did a test and it turned out she was right. Very right. The difference in response was dramatic.

Here are, I believe, some of the reasons: (1) People don't trust people who live in big towns as much as they trust people who live in smaller towns. In fact, I believe people perceive some states as being more "trustworthy" than other states. New York, California, New Jersey and Florida are, in people's minds (I think) the most "untrustworthy" states of all. And, I'd guess, New York City, Los Angeles and Miami are the most "untrustworthy" cities.

(2) Secondly, I think you get way better service from post offices in small towns than you

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do from post offices in big towns. It seems to me, people who work in small town P.O.'s consider your mail important, whereas in some big town post offices, every letter seems to be a "pest" to be gotten rid of in any way that's convenient. Which does not necessarily include actually *delivering* that pesty piece of mail.

A guy in Provo, Utah told me about a very successful fund raising letter he had mailed from up there in Mormon Country. Actually, it was the test mailing that was profitable, not the "rollout" mailing which was a complete bomb. Same letter, same offer, same mailing list. What in God's name had happened?

He found out. He flew to Chicago and discovered 600,000 pieces of his mail...

Had Been Deposited In
Dumpsters Instead Of Mailboxes!

I don't know if it's still true but, Van Nuys, California used to be considered the "black hole" of the U.S. postal system. It was sorta like "The Hotel California For Letters" where much of the mail got checked in but never got checked out.

Big city postal employees are very busy: They've got a lot of drugs to take and a lot of people to shoot. Sometimes, in Miami or New York, when someone gets hot under the collar someone else will say, *"Hey Man, don't go postal on me!"*

Back in the days when I was riding high in the family coat-of-arms business with Dennis Haslinger, we got to where we were mailing upwards of a million letters per week. All the printing and lettershop work was done near Chicago but, we didn't mail from there. Instead, we had it trucked-in in a semi every week. I told Dennis I wanted to do it that way because it wouldn't appear authentic for a nice lady like Nancy L. Halbert who lived in Bath, Ohio to mail her letters from Chicago.

That was true but, there was another advantage we were getting by trucking our mail to Bath... a much bigger advantage... I wasn't even thinking about back then. The post office we were using was very small and located directly across the street from the small, red house on Ira Road that was our office. We had a personal relationship with the postmaster. As you can imagine, it wasn't long until we were buying 99.9999% of all the stamps purchased from his little post office. And, believe it or not, he appreciated it. He took care of us. If we gave him 100,000 letters to mail... *all of them got mailed!*

Do you think that would've happened anyway if we had let that Chicago lettershop do it for us?

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I don't.

And I believe that more strongly now than ever before. Think of stamps as "paper coins." What that means is, if you are a big mailer, you should have checks and balances and accountability for all your paper coins... *every bit as stringent...*

As Those Used To Safeguard
Metal Coins By All The
Casinos In Las Vegas!

Stamps are money. Yet, we in the direct mail business often have only minimal (if any) accountability control when it comes to our postage currency. Therefore, if you are a big mailer or ever hope to become one, I'd like to suggest you make the following test: Let's say you've got a mailing of 100,000 pieces coming up. You tell your list broker you want to do an A/B split. That means every other name will be put on a different print-out of labels or put on a different computer disk or whatever. Then, you give one set (50,000) of those names to one lettershop (the one you normally use) and, you give the other set of 50,000 names to a different lettershop. You have your usual lettershop do what they normally do: Which is, of course, get the letters all ready to go and put them in the mail for you.

You have the second lettershop do everything the first lettershop did... *except...* you have that lettershop deliver the mail to you. Then, you count those letters and you take them to the post office yourself. You do this on the same day the first lettershop mails the other 50,000 letters. Then, you sit back and wait for the orders. (Naturally, you have the orders "coded" some way so you know which orders came from which mailing.) OK, now... I'll bet you a dollar to a donut...

The 50,000 Letters You
Counted And Took To The
Post Office Will Dramatically
Outpull The 50,000 Letters
Your Lettershop Took To
The Post Office!

Every time.

Does this mean I think all lettershop owners are dishonest? No. Not at all. What I do believe, however, is most employees of lettershops earn only a minimum wage and, they can't help but be tempted by all those "paper coins." I also believe "security" for all forms of postal currency is either extremely lax or, in fact, pretty much non-existent.

Plus, plenty of lettershop owners are dishonest!

Did you see that movie "Casino" starring Joe Pesci and Robert De Niro? It's about a real life

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guy named Lefty Rosenthal who ends up running a Las Vegas casino. If you watch the movie, you get an idea how all those mob guys make sure their coins are all accounted for. And, I'll tell you what: If those guys were buying 100,000 stamps to put on letters... well... I bet all of those letters would get mailed!

Yet... yet... some of the largest mailers in the world, some of them mailing *hundreds of millions* of letters per year treat their "paper coins" or their "metered coins" or their "indiciaed coins"... as though... they weren't real money. The consequences can be painful. Even financially disastrous. Recently, I myself made a multi-thousand piece mailing which was very important to me. It was an oversized mailing weighing more than one ounce and the postage necessary to mail it was 55 cents. You probably already know it (oddly, I didn't) but, the post office has a 55 cents self-adhesive stamp you can buy.

So, I bought thousands of them with which to make my mailing. The mailing was prepared in my office. When it was ready to go, a couple of the temporary employees who were working on that project took the mail to the post office.

Unsupervised.

The post office returned about 14% of the envelopes to me right away because the envelopes hadn't been sealed and there was nothing in them. When the nixies started coming back, there didn't seem to be enough of them. And maybe 15% to 20% of the nixies were sealed and stamped but had no sales letter or anything else in them. Then, we found one of our trusted employees with a bunch of 55 cent stamps. When questioned, he said he had purchased them with his own money... and... who am I to say he didn't?

When that letter went out about a month ago, I thought it was maybe the best sales letter I've ever written. Guess how many orders I got back in the mail?

None! Not one! Zippo! Nada! Zilch! Zero!

Listen, the letter could be a loser. I write losers just like everybody else. (Rarely, but it does happen.) But not one? Not one order in the mail? To the best of my recollection, I've never had that happen before.

Which brings me to another little dealybop you'd better watch out for. Let's say you move and you send your post office one of those "change-of-address" forms. What happens? Just what's supposed to happen: They forward all your mail to your new address.

What's wrong with this picture? Consider this: What happens if *someone else* sends in a change-of-address form for you or your business? No mystery. The post office will forward

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your mail to the new address on the card. What? You thought they had an ANTI-FORGERY SWAT TEAM to verify your signature?

Sorry to disappoint you. Actually, it's a very common scam these days. The bad guys send in a phony change-of-address form and your mail gets forwarded to a mail drop. Then, they get your checks, your credit card numbers, all kinds of info about you... and... if you are in the mail order business... they get... your orders!

This can be financially disastrous. It can also wreck your rapport with your customers. Trust me, I know. This is getting to be very common. Happens every day. "60 Minutes" did a segment on it. However, this is one of those deals that works better in a large post office in a large city. In a small post office in a small town where everybody pretty much knows everybody else, it's much less likely to work. Also, it seems to me, postal employees in large cities are often individuals much lower on the food chain than postal employees in small towns.

I consider this business of treating your postage like it was money so serious, I'm fully aware of being... redundant... redundant... redundant... about this point. I don't care. If what I'm writing here saves just one of my subscribers from taking the kind of financial bath I've just endured, it'll make me feel like that young boy in the "Starfish Thrower." I was reminded of that story recently by one of my friends and subscribers. I may not have it exactly right but it goes something like this:

> *Thousands of starfish washed ashore on a beach. A young boy stands among them, bends down, picks one up and throws it back into the ocean. Then he does it again. And again. A man comes along and asks him why he is doing this. "Starfish can't live out of the ocean," the boy explains, "so when I throw one back into the sea, it gets a chance to live."*
>
> *"But what's the use?" asks the man. "There are thousands of starfish on this beach. You can't even begin to help them all. What difference does it make?"*
>
> *The boy picks up another starfish and tosses it into the sea. Then, he looks at the man and says...*
>
> **"Made A Difference To**
> **That One, Didn't It?"**

Perhaps some of my more "sophisticated" readers will consider the message in this issue too

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basic to have value. After all, when you boil it down, my only advice so far in this letter has been:

A. Consider sending your mail from a different post office. Preferably a small one in a small town.

B. Treat your postage just like it was real money... because... *it is!*

Maybe it doesn't sound like much... but... I'll tell you what: It's *"core."*

Here's more on the subject of mail: Last year, for the first time ever, more messages were sent by E-mail than by regular mail. And since you can send a jillion E-mail messages practically free, you'd think this would be a bonanza for marketers, wouldn't you? Well, it appears that is not the case. At least, not now. I've got a friend who lets me watch, once-in-a-while, as he accesses his E-mail. There's almost always a bunch of unsolicited commercial messages in his mailbox. Well, since these were sent mostly without charge by the sender, why is it none (or few) of them are making money?

Imagine this: There are two guys and both of them want to be entertainers. One guy has no talent and he's lazy. Aside from a few basic sloppy chords, he never even really learns how to play his guitar. His singing voice sucks and, he considers it to be beneath him to get a voice coach.

Then he gets a big break. Someone gets him on the "Tonight Show." He's got three minutes and tens of millions of people watching him. And, for some lucky reason, it didn't cost him a cent to get this chance of a lifetime. What happens to his career?

Doodley squat. Zippo. Nothing.

The other guy, he has some talent. Plus, he works his butt off mastering his guitar. He practices his songs over and over. He starts performing before small audiences and he takes note of what they like and what they don't. He changes and hones his act until it's a "killer." Then, he gets a shot on the "Tonight Show"... and... he becomes rich and famous and hated by the likes of Gary Halbert because of all the hot, sexy women who throw themselves at him.

The moral is obvious. You gotta pay your dues. I'm sorry but, you just gotta. Anyone who thinks otherwise should think about this...

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Most People Who Want To
Be In The Mail Order Business
Couldn't Make It Even If
The Postage Was Free!

E-mail proves it.

Sincerely,

Gary C. Halbert
Newsletter Writer

P.S. Given my "public persona," you may not believe it... but... I have been left... *literally speechless*... by the reaction of my readers to the last issue of this newsletter. I've always been slightly put-off when someone talks about having a "mission" in life. Well, hokey as it may sound, I now believe my "mission" in life, and pretty much my only mission is... to keep writing *The Gary Halbert Letter*... to spend more and more time on it... to strive to make it better and better... to put even more of my heart and soul into it... to avoid cluttering up my life by trying to run a business (or even an office)... to become a better and better teacher... to be a teacher who teaches *substance*... and... who brings some smiles, some laughter and maybe a "patch-of-sunlight" into a few people's lives. From now on, that's it. That's my job, my only job, and I'm going to put everything I have into it.

By the way, I wouldn't mind getting laid once-in-awhile either.

Peace.

P.S.#2 As I told you at the onset of this newsletter, my mailing address has changed (that includes Fed Ex and UPS deliveries) but my phone and Fax numbers have remained the same. So, if you want me to actually receive the letters you send to me, don't send them to Miami Beach any more. Send them to Ocala which is a small town (population 43,000) north of Miami where (according to rumor, at least) some of the post office employees and residents... *actually speak English*!

So, once again, here's my new mailing address:

The Gary Halbert Letter
Suite 905-467
3101 S.W. 34th Ave.
Ocala, FL 34474

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THE GARY HALBERT LETTER

Suite 905-467
3101 S.W. 34th Ave.
Ocala, FL 34474-7447

Phone
(305) 534-7577

Fax
(305) 534-8366

From:
Miami Beach, FL
Tuesday, 3:47 p.m.
June 17, 1997

Dear Friend & Subscriber,

I can be a real asshole sometimes.

And, since I'm not inclined to change... well... maybe I'd better explain. Listen up: Here's a true story. Once upon a time (in the late 1980's) a couple guys called me for some help. They worked for a big company that helped other companies here in the U.S. to market their wares in all the Pacific Rim countries. Every time they got a new client, it was worth *serious* money (maybe hundreds of thousands) to the company they worked for.

What they looked for in a new client was someone or some entity which was not already selling to Pacific Rim countries but, who should be selling to those countries. They weren't after little sized companies or even medium-sized companies; they only went after the really big fish. Therefore, they didn't have unlimited prospects, only a few thousand. And, they said, their main problem was getting the attention of and, an audience with, the top dog in those big fish companies.

Once I understood how much (how very much) a new client was worth to them, I came up with a great idea! I said they should get some paper money from each of those Pacific Rim countries. Then they should take a bill from each of those countries and put them all together in a stack and wrap a rubber band around them. Then they should scotch-tape each of those stacks of money to the first page of a sales letter and send the whole mess by Fed Ex or DHL to all their prospective clients... and then... follow-up with a person-to-person phone call.

Imagine: You're a top dog exec in a big fish company, you get a Fed Ex package with a letter with a packet of actual money from various Pacific Rim countries scotch-taped to the first page of a letter like this:

> Top Dog Exec
> c/o Big Fish, Inc.
> 123 Elm St.
> Massillon, OH 44646
>
> Dear Mr. Top Dog Exec:
>
> I am writing to ask of you a small favor.
>
> All I want is for you to take the rubber band off the packet of money attached to this letter and look carefully at each of the bills. They are all real. Each one of these bills is an official government banknote from a different Pacific Rim country.
>
> Why am I sending you all this money? The answer is simple: You see, your

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company, Big Fish, Inc., manufactures a line of products that would sell like crazy in every one of the Pacific Rim countries from which I have sent you a sample banknote. This could be a brand new profit center for Big Fish, Inc. which, in fact, could turn out to be... *even bigger*... then the domestic market for your widgets here in the U.S.

In truth, selling your product line in these countries could become a dream come true for Big Fish, Inc. It has the realistic potential of tripling your corporate profits.

On the other hand, attempting to market in these countries can become a nightmare for an American corporation if they don't have the right connections and are not aware of local business customs and all the other inside secrets that makes everything go smoothly and profitably.

That's where (hopefully) I can help you. My company, Rim Job, Inc., specializes in guiding American corporations into high profit situations in various Pacific Rim countries... and... we feel Big Fish, Inc. is exactly the kind of company, with exactly the kind of product line, we like to work with.

I'd like to explain in more detail how a relationship with Rim Job, Inc. could be very profitable for Big Fish, Inc. and I will call you later this week to set up an appointment at your convenience.

Thank you for the courtesy of reading this letter.

Sincerely,

Eldridge J. Fogbottom

P.S. If you have children, that packet of money can be a great birthday gift which will get your child interested in global geography.

Talk to you soon.

OK, admit it: If you were Top Dog Exec and you got that Fed Ex package, with that letter and all that money, you'd be impressed, wouldn't you? You'd also probably take Mr. Fogbottom's call too, wouldn't you? And, you'd probably give him an appointment, right? And, if he truly had his shit wrapped tight, there's an excellent chance you would end up doing biz with Fogbottom and Rim Job, Inc.

Correctamundo?

The two guys who called me for advice were stunned when I came up with this great idea right on the spot. I was glad I'd helped them.

Or so I thought.

About a month later they called me again. They said they were looking for another idea. "You mean that one didn't work?" I asked incredulously. "I can't believe it. How many did you mail and what kind of response did you get?"

They hadn't mailed any. But they loved the idea and thought it was "fun" to talk with a

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creative genius like me and and they wanted to see if I could give them yet another "killer" idea.

I was livid. I got as verbally abusive as I could. I told them to never call me again. You know, to give another person a really good idea, an idea that may solve a major problem for them... and then... have them not even give it a shot... well... that just pisses me off big time. I've found out some things about myself in the last few years and, one of those insights is... *I burn with desire to be a really great teacher!*

God knows how many people are rich because of what I have taught them. I've received 3,000+ letters of appreciation from such people. But it still gets me, it really gets me, when I can't "get through" to someone.

Like most caring teachers, I am emotional about my "students." I love it when they succeed. I love it when they eclipse me.

But, you know what? I've been writing this letter and giving speeches and seminars for more than a decade... and... there are lots of people who've read nearly every word I've written, been to most all the seminars I've given, bought all my tapes and videos... and...

They Still Do Nothing!

And you know what I think? I think maybe, if something comes too easy, many people don't appreciate it. However, if they have to "work" to get your pearls of wisdom, if they have to make a "mental investment" to "get" what you have to teach... well, maybe... they'll value it more, realize how precious it is and act on what you've taught them.

Which brings me to why I referred to myself as a "sometimes asshole" at the beginning of this letter and, how, *right here* I'm going to prove it. (Actually, I suspect there's a lot of people who have no trouble whatsoever with the concept of Gary Halbert being an asshole.)

Anyway, here's the scoop: I know something I bet you'd love to know. And, I'm willing to lay it on you. But, I'm going to give you a mental workout and make you jump through some hoops rather than throw it at you like pearls before swine. First, to get you motivated to actually endure my Machivellian manipulations, I guess I'd better jump start your greed glands by telling you what it is I know I bet you'd like to know. Here it is:

I Know How To Make
Money Using E-Mail And
Web Sites!

Lots of people pretend to know but they really don't. They'll do stuff like tell you how important it is to have an "Internet Presence" and, how they can design and help you set up a killer web site for only $10,000 or so. You'll get your web site alright. That part is true. What you won't get however is orders and profits. Almost nobody makes money with E-mail. Almost nobody makes money on the world wide web.

But I do. I've been doing it quietly for about 36 months now... and... I'm going to teach you how to do it too.

Before I do though, let's see if you can figure it out for yourself after I give you a bunch of seemingly unrelated facts. You know, one of the gifts of a real creative problem solver is he or she can take unrelated bits of info and end up tying together all that random data in such a way

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as to answer an important question or come up with a breakthrough concept. Now listen: No matter how crazy it sounds, every single fact I'm about to reveal is related to making profits via E-mail.

Pray let us proceed.

FACT 1: A recent edition of the *National Enquirer*, the May 27, 1997 edition with these headlines on the cover, "**Jon Benet Secret Police Files**," "**Who's Gay Who's Not**," and "**Dying Sinatra Confined To Wheelchair**"... well anyway, that issue has two ads you should have in your "swipe file" and, lurking within those ads is a major key to making E-mail pay a profit.

One of those ads is a full-page masterpiece with the headline: "KILL FOOT PAIN DEAD!" This ad does not ask for an order. It is designed to generate leads. Here's the coupon used in the ad:

FREE! SEND NO MONEY

FEATHERSPRING INTERNATIONAL, INC.
712 N. 34th Street, Dept. NE-057 • Seattle, WA 98103-8881

☐ **YES!** I want to end my foot pain. Please rush, at no risk, the **FREE FACT KIT** that tells me all about Flexible Featherspring Foot Supports. I understand there is no obligation and no salesperson will call. I will look for a **LARGE PINK ENVELOPE** containing all the details.

Print Name _____

Address _____

City _____ State _____ Zip _____

Trust me, the wording of that coupon contains a crucial element related to making E-mail profits.

The next ad is a masterpiece also... but... this one is two full pages. Do you have any idea how much it costs to run two full-page ads in the *Enquirer*?

Anyway, this is a very copy intensive ad with the following headline:

Can you feel your need to smoke disappear this quickly and easily?

There are countless men and women who finally stopped smoking, even though they no longer believed they could. Their success is documented in written testimonials. Here are extracts from some of the letters that have been sent to Andre Passebecq:

Yadda, yadda, yadda...

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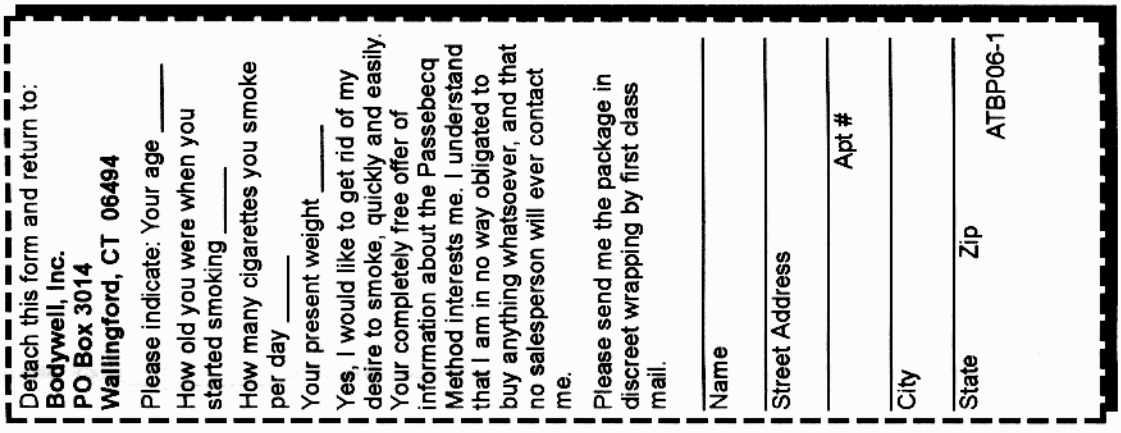
Guess what? This ad doesn't ask for an order either. It's also a lead-generator. Here's the coupon used in that ad which I am reproducing sideways in order to save space:


Detach this form and return to:
Bodywell, Inc.
PO Box 3014
Wallingford, CT 06494
Please indicate: Your age ____
How old you were when you started smoking ____
How many cigarettes you smoke per day ____
Your present weight ____
Yes, I would like to get rid of my desire to smoke, quickly and easily. Your completely free offer of information about the Passebecq Method interests me. I understand that I am in no way obligated to buy anything whatsoever, and that no salesperson will ever contact me.
Please send me the package in discreet wrapping by first class mail.
Name
Street Address
Apt #
City
State
Zip
ATBP06-1

FACT 2: In the early 1980's a guy walks into the Coach & Horses Bar on Sunset Boulevard in Los Angeles. There's a bunch of other guys at the bar and a pretty girl sitting by herself. Several of the barflys are seriously trying to lay a line on this pretty young chick. None of them make any progress. But, the guy who just walked in and, who had never seen this young lady before, walks up to her and speaks to her quietly for a few minutes. The young lady smiles and gets up and leaves immediately with this guy. Can you guess why? (And no, she wasn't a hooker.)

FACT 3: A few years back I encouraged all my readers to run the following ad in their local newspaper:

> Women Needed To Address Envelopes At Home.
> Must Have Typewriter, PC Or Good Handwriting.
> Call (000) 000-0000.

Several of my subscribers ran that ad and learned something incredibly valuable. (Something that today, relates strangely to making a profit using E-mail.) Three of my subscribers immediately "got it" after they ran it and they went on to make a very fast $750,000 profit because of what they had learned.

FACT 4: As I revealed in an earlier issue of this newsletter, last year is the first year more messages were sent via E-mail than via the U.S. Postal System.

FACT 5: 75% of all business executives who use the Internet, use it only for E-mail.

FACT 6: There's a company that works with dentists which provides a really interesting service for them. What this company furnishes dentists with is, the name and address of every person who lives in the Zip codes near to where that dentist's

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practice is located... PLUS... any of those people who have a PC and who use E-mail... well... the dentist gets all those E-mail addresses also.

PAY ATTENTION! Did you hear what I just wrote? I said you can get the E-mail addresses... PLUS... the real street addresses of millions of people. Do you understand the importance of that? Of having a person's real address and their E-mail address?

I bet you don't.

FACT 7: There are several companies in the U.S. that will set up mass conference calls for you. You can have hundreds of people on the same call. Nothing new there, right? But, check this out: You can ask those people questions and, they can give you their answer by punching a button on their touch-tone phone.

Here's what one company does: They get several hundred people on a conference call and then, they expertly explain what they have to offer. Then, near the end of the call, they say something like this: "We have three questions we'd like to ask everybody on this call: (1) Do you like what you've heard and are ready to sign up right now? (2) Are you interested but you feel you need more information? (3) Are you not interested at all? If you are interested and ready to go, please press one; if you want more info, please press two; if you are not interested at all, please press three.

Hundreds of people then press one of those three buttons all at the same time. Then, after a little more chit-chat, the host concludes the conference call.

20 minutes later, the company that arranged the conference call, has the name, address and telephone number of all those people who pressed those buttons and...

Those Names Are Separated
By Which Button
They Pushed!

Yahoo! A dim light has started to glow in your sick, little mind, hasn't it?

Yes, you be right, Bubba. Those hot leads, the people who pressed button #1 ("I'm ready to buy") are phoned back *immediately* by telephone sales people!

Is that slick, or what?

FACT 8: The king of junk E-mail is a Philadelphia man named Sanford Wallace who runs a company called CyberPromotions. He sends nearly 4 million E-mail ads... *daily!*

FACT 9: E-mail is the most widely-used application on the Internet with 11 million users.

FACT 10: *www.answers.com* could easily be the most useful web page ever. It has a network of real people who can answer almost any question you might have with hard facts and a little personality. Answers to easy questions will cost you $1.79. Moderately-difficult questions cost $5.99 and, if your question requires research, you're gonna have to fork out $11.99. You post a question, pick a price range and click the send button. Within 24-hours, one of 40 researchers from around the world will send you a personalized letter by return E-mail.

The answers are typically several paragraphs long and come from a wide variety

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of reference sources which are listed at the end. If the sources include web sites, the answer includes hot links. Before users get their answers, a group of *answers.com* quality assurance employees go through responses to make sure they have answered the specific questions satisfactorily. There's also an option to ask for clarification if the questioner wants an even more detailed answer.

FACT 11: For $99 you can get software that types whatever you dictate. This software has a bigger vocabulary and is a better speller than any college kid. For immediate delivery call 1-800-IBM-7235 ext. 5296 or, for more info, visit *www.software.ibm.com/is/voicetype.*

FACT 12: Another piece of software called Globalink Power Translator translates documents, web pages... *and E-mail*... from English into French, German, Italian and Spanish. Check it out by calling Globalink at 1-800-837-2095 ext. 8001.

FACT 13: 81% of the readers of the *International Tribune* now communicate via PC's, 73% E-mail and faxes, laptops and the Internet. They also spend 1/2 hour daily reading the paper. This data is from a survey of which you can (and should) get a summary by calling (212) 752-3890.

FACT 14: The six top markets for international phone calls from the U.S. are, in rank order:

	BANK/COUNTRY	AVERAGE PER MINUTES CHARGE	MINUTES PER YEAR
1.	Canada	34 cents	3.05 billion
2.	Mexico	85 cents	2.01 billion
3.	U.K.	73 cents	1.03 billion
4.	Germany	88 cents	662 million
5.	Japan	$1.00	576 million
6.	Dominican Republic	84 cents	410 million

FACT 15: There are 50 companies with compiled directories of E-mail addresses. These are <u>not</u> web site directories. They are directories of <u>personal</u> E-mail addresses. You can check out a couple of them at *http://www.four11.com* and *http://www.bigyellow.com.* (That last dot is the period at the end of my sentence, <u>not</u> part of the E-mail address.)

FACT 16: People who keep their mailing list on a computer need to be very careful. Believe me, *I know.* Here's an article that will explain one reason why this is true:

Mailing list gobbled

In 1984 I began a desperate search for people who have a progressive neuromuscular disorder called Charcot-Marie-Tooth disease. I was born with CMT, and I felt that I was the only person with it. I was a newspaper reporter, and I knew the

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power of a letter to the editor. Through these letters I found thousands of people who had the same disease. I started a newsletter and a nonprofit organization called CMT International.

On Nov 18, one of our oldest computers went down and took with it our 4,700-name mailing list. Many of the people on it were from the United States, particularly Florida, and we have no way of contacting them.

Please help us find our former members and reach new ones. To contact CMT International, call (905) 687-3630.

LINDA CRABTREE
St. Catharines, Ontario, Canada

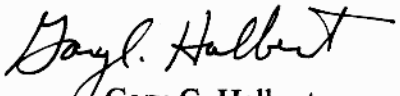
FACT 17: If you do a sales campaign which lets people fax in their orders and, you can't handle all the faxes, you need FAX OVERFLOW. Info's available by calling (305) 780-2855.

FACT 18: Gary Halbert has quietly been making thousands of dollars from the Internet and E-mail for the last 36-months.

FACT 19: Gary Halbert is an asshole and has decided to make his subscribers figure it out for themselves for a change.

You've got the facts, now go to it.

Sincerely,



Gary C. Halbert
"Asshole"

P.S. Aw nuts, I'm not that big of an asshole. I guess I will tell you. I've got a report and, I'll send you one free of charge if you want it.

However, you will have to at least do a little work to get it... because... you can't ask for it by phone, fax or regular mail. No. *You're gonna have to ask for it by using E-mail.* Just send your request to *crolfe6334@aol.com* and you'll get a copy of it right away.

Peace.

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THE GARY HALBERT LETTER

Suite 905-467
3101 S.W. 34th Ave.
Ocala, FL 34474-7447

Phone
(305) 534-7577

Fax
(305) 534-8366

From:
Miami Beach, FL
Friday, 7:47 a.m.
September 26, 1997

Dear Friend & Subscriber,

You should put a lot of thought into everything you write... *right?*

Wrong.

The very best writing involves almost no thought whatsoever. In truth, to the extent it is possible, you should strive to make your writing an almost 100% "thoughtless" endeavor. I know this seems absolutely wrong to you right now. But, I promise, by the end of this letter, you will completely understand why "thoughtless" writing is the very best writing... and... equally important, you will understand why this is true.

And, along the way, you are going to learn something of almost priceless value which, to my knowledge, has never been revealed before.

Listen, I've got this demented slimeball of a friend/client out in Phoenix, Arizona named Joe Polish. As far as I'm concerned, Joe is borderline valueless but, since his checks don't bounce, I continue to work for him from time-to-time. In some ways, he reminds me of me when (back in 1908) I was his age. What I'm talking about is, he has a thirst for marketing info that makes Lestat's hunger for human blood seem like nothing more than a mild urge.

Anyway, Joe has paid me (a ridiculously small amount) to come visit him three times this year and, every time I go he sucks my mind so dry... that... by the time I get on the plane to fly back to Miami, I sit there in my seat like some kind of zombie who yearns to get back to the peace of his coffin.

In fact, it got so bad the last time that when the stewardess came up to me and asked, *"Coffee, tea or milk?"* I snarled at her and said...

> *"Don't You Ever Ask Me Something Like That Again... If This Bullshit Airline Thinks I'm Going To Give Them Free Consulting To Questions Like That So They Can Obtain A Higher Retention Of Their Customers, They Are Sadly Mistaken!"*

"Gee, I didn't mean to offend you," the stewardess replied, *"is there anything I can get you?"*

"Yeah," I said, *"get me some pure heroin and something to inject it with!"*

"Oh," she said, *"you've been out to see Joe Polish, haven't you?"*

I must admit, after that, the flight did go a bit better.

Anyway, here's what it's like to work for a freak like Joe Polish: He always picks me up at the airport; he's always waiting for me right at the damn gate.

"Gary," he says, *"we just did an A/B split on yellow order coupons versus green ones and we're thinking of*

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doing another test on eliminating the phone order option and we need to know what you think about blah, blah, blah, etc."

No *"hello."* No *"How's Theresa? How's Pat? Are your kids OK? Is Bond still getting married in October?"*

Nothing like that. Just question after question on how to improve his marketing. I'd say, on average, he usually sucks about $30,000 worth of info outta me before we're even outta the airport. It continues in his car during the drive to his office. It continues when we get to his office. It continues when he drives me to my hotel room. It continues in my hotel room. It continues at dinner at his house. And on and on and on.

Joe's gonna be a new father by the time you read this (the doctor says it's a boy) and, I'm giving eight to five this little sucker comes out of the womb with a copy of *Scientific Advertising* in one hand and all the back issues of *The Gary Halbert Letter* in the other. When the doctor whacks him on the ass to start his breathing, the little shit's first words will probably be something like, *"Hey Doc... do you send an 'upsell letter' to all the new mothers within 48-hours of when you deliver their new kid? You know, if the kid's a boy like me, maybe you could attach a condom to the first page of the letter as a 'grabber' and, if it's a girl maybe you could attach a birth control pill... or... etc., etc."*

Don't laugh. This may happen.

Monsters do beget monsters.

And so it came to pass, on my last visit, I end up one evening sitting at Joe's kitchen table while he interviews me for this "Mickey Mouse" "Tape-Of-The-Month Club" he has for all his best subscribers. Also present at that taping is Brian Kay, a guy who markets marketing info to certified financial planners and insurance agents; R.D. "Ardy" Skinner, a pretty blonde lady I was going to ask for a date until I learned she prefers roaches to men (literally, she's a niche marketer to people in the pest control business); and Pat Rivera, my efficient, frigid, Peruvian/American assistant who considers me so stupid and dysfunctional, she treats me like I'm some kind of damn paraplegic.

Whatever. That was the set-up. I was tired, irritable and surrounded by the "Roach Lady," the "Peruvian Ice Goddess," an emotionally flat humanoid who thinks insurance agents and financial planners are interesting, and rabid Joe Polish himself who immediately starts a machine-gun flow of questions... which... of course... I am compelled (he's paying me) to answer.

As the questions keep coming, I get more and more pissed off. After a while, I'm thinking, *"Hey, you really wanna know the truth? OK, fine, if you can handle it, I'll give you the real scoop on how to turn your marketing endeavors into a virtual 'Operation Moneysuck.'"*

And so I did.

It wasn't "pretty" but, during that interview, I just said to hell with it and truly let it all hang out.

Later, Joe asks me if he can sell the tape. *"No,"* I says, *"that wasn't part of our deal. Only to your Tape-Of-The-Month Club members,"* I reminded him.

"So, can I give them away?" he wonders.

"Nah, don't do that," I told him. *"If you give it away free, people won't give it the value it deserves. Instead, why don't you make people who want the tape make a donation to the Phoenix Children's Hospital? That way, the people who get the tape will value it more because they had to pay for it even though they didn't pay you."*

Well, that's what Joe did and, that tape is being raved about by so many people, Joe has raised *thousands* for the hospital.

Unfortunately, part of our deal is *I* had to write the damn sales letter about the tape... and so... I stayed up all

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night writing that sucker. (I truly was highly motivated. You see, if I got the job done by morning, it meant I could fly back home right away and not have to spend any more time with all these freaked-out, obsessive, info-sucking vampires.)

As it turns out, that sales letter is, I believe, one of the very best I've ever written. Here it is. Judge for yourself.

From: Joe Polish in Tempe, Arizona
Friday, August 29, 1997
2:47 p.m.

Dear Friend & Subscriber,

Remember in the last issue of my newsletter where I said, "Wait till next month because I've got something that will blow your socks off?" Well, I'm going to hold true to that promise right here and now.

For a number of years now, I've been a subscriber to another newsletter writer. I'm not quite ready to divulge his name but he has numerous nicknames like... the "Prince of Print"... "Ace of Space... "Marketing Guru"... and... "The World's Greatest Copywriter".

This man has charged almost $7,000 per attendee at some of his infamous seminars. How can he possibly charge so much? Because he doesn't just teach marketing. No. He teaches what he likes to call "Killer Advertising" which is so powerful... it almost forces people to buy whatever you are selling!

His clients have included the likes of Ernest and Tova Borgnine, Robert G. Allen (author of *Nothing Down*), Geoff Scott of Dynasty, Vikki LaMotta (once married to boxer Jake LaMotta), and and George Zangas (a world famous power lifter), just to name a few.

While Blade Thomas was Advertising Director of *Entrepreneur Magazine* he hired this "guru" as an outside consultant. Even though Blade met and worked with some of the smartest businessmen and marketing experts on earth, he said, "(Mystery Man) stood head and shoulders above them all. When I first talked with him, his ideas seemed a bit unusual. However, I decided to at least test some of these suggestions... and *Thank God I did!* Within days he taught me how to multiply sales, cut refunds to almost zero and how to enormously increase our bottom-line profits."

With all the marketing miracles he has under his belt, this master copywriter has a real attitude about just giving away his information. But... I've worked out a slamming deal with him and that's what will blow your socks off!

I had to get down on my hands and knees to get this mastermind to come to Arizona for two days and share his genius with me. He was bellowing out such amazing secrets one after the other, my hand got writer's cramp! Fortunately for me... and for you... I *audio taped* a killer interview with him. To the best of my knowledge I am the first person that has ever interviewed this man on tape.

Just who is this mystery man I've been ranting and raving about? And just what did he talk about? I'm glad you asked.

He's none other than Gary Halbert. And any one of these topics he divulged in detail on the tape could be worth a fortune to you:

- **Why competing on price alone will put you out of business in a New York minute!**
- How to increase the believability of every ad or sales letter you ever write!
- **What to do on a $500 budget!**
- What is the most important component of an ad... and... *how to use it to up your results by 500%!*

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- **What word one company used to *double* their sales! (This one will blow your mind.)**
- How to write a sales letter that will pull 100 times better than any copywriter will ever write for you... *even if you've never written a single word of copy in your life!*
- **Two "magic words" that will put you light years ahead of your competition!**
- What key ingredient separates the winners from the losers!
- **The single biggest mistake most people make when writing copy... and... how to avoid it!**
- How to capture yourself in "concert pitch" and convert it into a million dollar sales letter!
- **How to virtually GUARANTEE all of your letters get delivered... *and opened!***
- 5 key advantages of direct mail over any other marketing method!
- **The best day of the week to drop your mail!**
- How to roll-out a direct mail campaign to the tune of millions of letters... without borrowing a dime!
- **How to find and rent the best mailing lists on the market for your product or service!**
- A secret technique to find out who is using a mailing list and who continues to rent it! (This information can save you thousands.)
- **A little-known strategy for gathering valuable information *on your competitors*... without them even knowing about it!**
- How to prevent yourself from getting ripped off by unethical list brokers! (This one secret will save you a fortune.)
- **Why you should create your own competition... and... how to use this strategy to make a fortune!**
- 3 little-known reasons why people don't buy from you! (Once you discover these reasons, you will be able to sell virtually every prospect you see.)
- **Why you MUST tell your full story in every ad or sales letter you run!**
- Why you can never mail too often!
- **The best way to take the "fear" out of customers buying from you!**
- Which option pulls best - telephone, mail, or fax? (You'll never guess which option pulls far more replies.)
- **How to hire "Love Boat" celebrities to increase the credibility and response of your next promotion... and... *at bargain basement prices!***
- A sneaky but ethical technique for getting your satisfied customers to agree to take phone calls from skeptical prospects!
- **A secret technique for getting *unlimited referrals* from clients and prospects!**
- Why people would rather die than move out of their "comfort zone"!

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♦ **The importance of "bonding"... and... *how to use it to astonish your customers!***

Well, that's just a small portion of the cash-generating secrets you will learn when you hear this taped interview. But let me forewarn you... this taped interview is blunt and to the point. But don't let that scare you off. You need this kind of hard-nosed info. It is not a luxury. If you truly want to make some fast, serious money, this kind of information is imperative!

I told Gary my *Piranha Marketing* subscribers are smart people and I wanted to send them the tape free. He didn't quite agree with me 100%.

He said he was sure a good percentage of my subscribers know and appreciate all of the valuable information I share with them every month... but... there would also be another percentage who consist of nothing but a bunch of "lazy sloths" (his words, not mine). He said these are the types of people who call up and bitch about how I charge too much for my newsletter and marketing program. Or that these are the types of people who complain every month that all I ever do is sell them more stuff. They look at my information as a cost, not an investment.

Unfortunately, I Had To Agree With Him!

I tried to explain some of my subscribers just hadn't taken the time to implement some of my newsletter strategies... or to really understand the value of my newsletter. It was right then and there he made me realize...

The Information I Share With My
Subscribers Can Bring Them A 10 To 1 Return
On An Ad... Or... Double Their Business... Or...
Increase Their Personal Income By 300% Overnight!

Gary said he would be insulted if I sent this priceless taped interview to any of my subscribers who didn't pony up at least a few bucks to hear it. He said, *"If someone is too stupid or too cheap to pay for this tape, they shouldn't have it."* Who was I to argue? This is the man who's made hundreds of millions of dollars in this business in the last 30 years!

Finally, after what seemed like a lifetime...

We Reached A Settlement!

So, if you want a copy of this "killer" interview with Gary Halbert, all you have to do is write a check in the amount of $20 and make the check payable to the "Phoenix Children's Hospital" of Phoenix. Send the check to me, Joe Polish, here at Piranha Marketing. As soon as I receive your check, I will immediately forward it to the Children's Hospital (it's located here in Phoenix at 1300 N. 12th Street, Suite 404)... and... I will immediately send you a copy of this amazing tape.

That's all there is to it. If you are willing to make a lousy $20 donation to this very deserving children's hospital, you will receive an audio cassette jam packed with information that will help you make as much money as your greedy little heart could ever desire.

Sincerely,

Joe Polish

PS My supply of these tapes is extremely limited. So, if you are interested, please let me know right away. I've enclosed an envelope for you to send the check in. So do it right away.

PPS I forgot to mention, I will also include the handy transcripts of this tape so you can read along and highlight or underline any of the dozens of killer secrets that Gary reveals on this tape. Quite a deal for making a donation to a very worthy cause. And remember, it's me that has to

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come out of pocket to cover duplication, printing and shipping charges to put this tape into your hands. All the money I receive will go straight to the Children's Hospital.

PPPS If you would prefer to pay by credit card then fax in the form with your credit card and please allow me to charge $21.00 to your card so I can have $1.00 to cover my merchant card charges and give the remaining $20 to the Children's Hospital.

PPPPS If you're already a Tape Of The Month subscriber, you will be getting a copy of this priceless interview in the mail. But, if you're still interested in making a charitable donation to the Children's Hospital, any contribution will be appreciated.

That's a bitch of a sales letter, ain't it? But, I didn't stop there. I was so desperate to get away from Piranha Joe, I wrote an order coupon to go with the letter just to make certain there was no reason these fiends could reasonably ask me to stay in Phoenix (yes, it is 157° but, it's a dry heat) goddamn Arizona even a moment longer. And, I must say, the order coupon is brilliant also. Check it out:

☐ **YES!** I want a FREE copy of the killer taped interview you had with the "Marketing Guru" Gary Halbert wherein I can learn how to make as much money as my greedy little heart could ever desire on topics such as:

- **Why competing on price alone will put me out of business in a New York minute!**
- How to write a sales letter that will pull 100 times better than any copywriter will ever write for me... *even if I've never written a single word of copy in my life!*
- **What to do on a $500 budget!**
- How to hire "Love Boat" celebrities to increase the credibility and response of my next promotion... and... *at bargain basement prices!*
- **The best way to take the "fear" out of customers buying from me!**
- How to virtually GUARANTEE all of my letters get delivered... *and opened!*
- **3-little known reasons why people don't buy from me!**

I think it's commendable you're eating all the costs of duplication, printing and shipping to put this tape and transcripts into my hands FREE... and... all I have to do is write a **donation** check to "The Children's Hospital of Phoenix" in the amount of $20.00. I understand you will not keep any of this money. On that basis, here is my order.

☐ **YES!** I'm not interested in the tapes or the transcripts but feel very strongly about what you are trying to do for the Children's Hospital. I am simply enclosing my check in the amount of $20.00 or you can bill my credit card in the amount of $21.00 and I expect nothing in return.

For The Fastest Service
Use Your Visa, MasterCard, American Express or Discover Card
And Fax 1-602-858-0004
24-Hours A Day; 7-Days A Week

For Mail Service
Use Your Credit Card Or Write A Check Or Money Order
And Mail This Coupon To:
Piranha Marketing, Inc.
1801 S. Jen Tilly, Suite C-20
Tempe, AZ 85281

☐ Enclosed is my check or money order for $20.00 made payable to "The Children's Hospital of Phoenix"... or...
☐ Bill my ☐ Visa ☐ MasterCard ☐ Am Exp ☐ Discover in the amount of $21.00

Card No _____ Exp____
Signature_____
Name _____
Address _____
City _____ State _____
ZIP _____ Country _____

Now, that sales letter and that order coupon are truly pure genius, are they not? Truthfully, I'm more proud of this work than anything else I've written in years. And, even though you think you are so damn smart, I bet you don't even have a "clue" as to "why." You see, in the last half of this letter, I've been lying to you! The *real* truth is...

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**I Didn't Write A Single
Word Of That Sales Letter Or
That Order Coupon!**

In fact, I didn't even "proof-read" it or add a single change.

Who did write it? None other than my trusty Assistant, Theresa, who has been with me through thick and thin for eight years now. Not only did she write it... she did so at *blinding* speed... even though... she is not a copywriter. She didn't have to think about it, "struggle" with it, "ponder" on it or nothing. She just plain sat down at her PC and knocked it out.

How can this be? The answer is simple.

You see, over the last eight years, Theresa has typed almost every word I've written. If there is such a thing as a "Halbert style" of writing, it is embedded in Theresa's neurology. In fact, she can probably write more like Halbert than Halbert. It's like driving a car: After you've been doing it for thousands of miles, you don't have to think about it anymore. You literally do it on "autopilot."

In other words, once you're good at it, you do it thoughtlessly.

So, it is with writing. And, to help you understand that, I want you to think about another form of communication which is called... *talking*. When you are in a relaxed conversation about some subject about which you really have your shit wrapped tight, you don't think about talking, do you?

Of course not. There's no need. After all, like driving a car, you've been doing it for years. Talking is easy. It requires no thought whatsoever. Neither does great writing; it's both thoughtless and automatic.

But wait! Those things are true only if you know what you are talking or writing about. You see, when it comes to communicating, almost all of your thinking...

**Should Be Concerned With
The Content Of What
You Want To Communicate!**

Great writing requires two elements: (1) You must know your subject cold and (2) there must be almost no obstructions in the neural pathways from your brain to your hands. No mental clots. No inhibitions. No censoring of thoughts. If you've really got this writing stuff down, it will flow from your brain to the written page as easily as lies flow from the lips of a lawyer.

Achieving that kind of uninhibited flow is very hard for most people... when... it comes to writing. But, not for Theresa... because... it ain't her that writes all that stuff. She's not inhibited (at least not in that area) because... it's not her that's writing... it's her embedded "Halbert Neurology" that is... to blame.

In other words...

The Devil Made Her Do It!

So, are you getting a "clue" as to what I mean when I always say, *"The key to writing is writing"*? Or, why I'm always telling you to mindlessly copy in your own handwriting all those great ads or sales letters you have in your swipe file?

Rowing a boat is easy. Rowing the boat to the right destination is what needs to be thought about.

Capice?

Oh, hell with it. If you don't understand what I'm trying to say by now, you're hopeless. Crack open another

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beer, sit your fat ass back down on the couch and turn on the tube. Maybe you'll catch that new commercial Marv Albert's doing for Victoria's Secrets.

Sincerely,

Gary C. Halbert

P.S. That interview I did with Joe Polish may be the best one I've ever done. I can't sell it to you 'cause Joe owns it. However, if you are willing to shell out a $20.00 charitable contribution (just like Joe's subscribers had to do) you too can have a copy of this remarkable tape. However, I've made a deal with Joe that all the $20.00 contributions from my subscribers go to a different "charity."

Here's why: You know that irreplaceable assistant of mine, Theresa, whose evil neurology wrote that great sales letter and order coupon? Well, she's had a little bad luck lately. Her daughter had to be admitted to a Florida hospital recently because of a severe asthma attack. Actually, it was so bad, she had to say in the hospital an entire week and then, required extensive homebound care for an additional week.

In short, all this has left Theresa with horrendous medical bills... and... I'd like to see her get some relief.

So, the bottom-line is, if you, as one of my subscribers, wants a copy of this tape, your $20.00 will go into a little fund I've had my buddy Joe Polish set up that will help pay off the medical bills Theresa has because of her daughter's illness. Joe and I have decided to call it simply the "Theresa Fund" and so... here's the order coupon you should use if you are a Gary Halbert newsletter subscriber. *Thanks.*

Dear Joe Polish,

☐ **YES!** I want a FREE copy of the killer taped interview you did with the "Marketing Guru" Gary Halbert wherein I can learn how to make as much money as my greedy little heart could ever desire on topics such as:

- **Why competing on price alone will put me out of business in a New York minute!**
- How to write a sales letter that will pull 100 times better than any copywriter will ever write for me... *even if I've never written a single word of copy in my life!*
- **What to do on a $500 budget!**
- How to hire "Love Boat" celebrities to increase the credibility and response of my next promotion... and... *at bargain basement prices!*
- **The best way to take the "fear" out of customers buying from me!**
- How to virtually GUARANTEE all of my letters get delivered... *and opened!*
- **3-little known reasons why people don't buy from me!**

I think it's commendable you're eating all the costs of duplication, printing and shipping to put this tape and transcripts into my hands FREE... and... all I have to do is write a **donation** check to "Theresa's Fund" in the amount of $20.00. I understand you and/or Gary will not keep any of this money. On that basis, here is my order.

For The Fastest Service
Use Your Visa, MasterCard,
American Express or Discover Card
And Fax 1-602-858-0004
24-Hours A Day; 7-Days A Week

For Mail Service
Use Your Credit Card Or Write
A Check Or Money Order
And Mail This Coupon To:
Piranha Marketing, Inc.
1801 S. Jen Tilly, Suite C-20
Tempe, AZ 85281

☐ Enclosed is my check or money order for $20.00 made payable to "Theresa's Fund"...
or...
☐ Bill my ☐ Visa ☐ MasterCard ☐ Am Exp ☐ Discover
in the amount of $21.00

Card No _____ Exp____

Signature_____

Name _____

Address _____

City _____ State _____

ZIP _____ Country _____

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THE GARY HALBERT LETTER

Suite 905-467
3101 S.W. 34th Ave.
Ocala, FL 34474-7447

Phone
(305) 534-7577

Fax
(352) 861-1665

From:
Miami Beach, FL
Tuesday, 10:47 a.m.
March 3, 1998

Dear Friend & Subscriber,

You are now reading what can best be described as the *first issue* of the *2nd generation* of *The Gary Halbert Letter*.

In what I now think of as the first generation of this newsletter, I wrote and published 118 issues. When I started, it was just me and a young lady named Paulette working out of a Dilbert-type cubicle on the penthouse floor of a large office building located at 9255 Sunset Boulevard near the boundary line of West Hollywood and Beverly Hills.

I'm somewhat proud of the 118 issues that make up the first generation of this newsletter. Taken as a whole, it is a rather astonishing body of work that has generated untold hundreds of millions of dollars for a surprising amount of people located not only here in the U.S. but also, all over the globe in more than 50 different countries. And, it will continue to do so, I believe, for many generations to come. True, much of what I have written was timely but, a significant portion of it is virtually... *timeless!*

Fundamentals don't change. After all, that's why they are called fundamentals. *"Do unto others as you would have them do unto you,"* was good advice 2,000 years ago; it is good advice now... and...

It Will Be Good Advice
2,000 Years From Now!

However, even if fundamentals don't change, *technology* does. In fact, technology is changing *so fast* nowadays, it is having an enormous effect on us as a society. We can now communicate faster, sell faster, buy faster, lie faster, steal faster, sicken each other faster, get rich faster, go broke faster... and... most importantly... we can lose our way... *faster than ever!*

Never before has society been so well-informed... and... so *bewildered.* Everyone is going around saying *"Information is King"* and, *"Access to information is what makes the difference between winners and losers."* Not true. If it were true, everyone who owns a computer and has access to the web would be rich. Information is important but, it is just a tool. As far as success is concerned, there is only one element that is "king." It always has been "king," it is now, and, it always will be. What is this essential element that is at the core of all successful endeavors? Simply this:

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Proactivity!

Proactivity is the real difference between winners and losers. Losers simply absorb information and, at best, they just react to it. Actually, these days, there's such an incredible glut of information, most of us are simply *numbed* by it. Winners, on the other hand, when they get good info... *they act on it*. And now, good info is easier and faster to get than ever before... and... therefore, a "proactive" person now has available to him, instant access to "information tools" that, if used properly, can help him succeed faster and on a larger scale than ever before.

Why am I going on and on so much about this? Well, guess what? Right now, as I write this, I have at my side a brand new GATEWAY 2000 PC. It's got an Intel 233 MHz Pentium processor with MMX Technology, an EV500 .28 Screen Pitch 15" monitor with a 13.9" viewing area, a super-fast TelePath modem with X2 Technology, a Canon BJC printer, a 16MB SDRAM and 512K Pipelined Burst Cache, two Esoniq Wavetable Audio (with Altec) speakers and a nifty, stand-up, desk-top microphone which lets me use my PC as a speakerphone.

This whole set-up costs only $1,499.00 and it's perfect for a person like me. As far as PC's go, it's truly a no-brainer. It's the electronic equivalent of going to McDonald's and ordering Value Meal #3. I connected all the parts together... *all by myself*... and I use this sucker every day. One guy, a true computer pro, said he'd never seen anyone start at ground zero and become computer literate as fast as me. (I guess he doesn't have any teenage kids.)

Sort of a surprise, isn't it? Actually, it's even more surprising to me. What has happened? Well, this has all come about because of a recent experience I want to tell you about: A few months ago, I get a call from an old friend who tells me he's working with some people on a really exciting new project and he's told everyone involved I would be the perfect person to create and oversee the marketing for this project. We arrange a conference call between myself, himself, and the other principals involved. In October, I had to fly to California because of my youngest son's wedding... and... that made it convenient for me to meet the CEO of this company in person at the Miramar Hotel in Santa Monica.

I was very impressed with this guy and, to make a long story short, I signed on board to do the marketing for his company.

What I did first was create a full-page ad that ran twice in the same month (December, 1997) in *Investor's Business Daily*. This turned out to be one of the most effective ads I've ever written. And, in order for you to better understand this story, I've enclosed a copy of that ad with this issue of my newsletter and, I need you to read it before I continue.

So, do it! Don't just sit there like a lump on a log staring at your navel. Unfold the ad and read it...

Right Now!

Zowie! Is that one bitch of an ad or what? Now listen: As you know, I'm not one to brag.... but... that ad produced an incredible response... and... I think it's fair to say it literally *electrified* the investment community all over the world.

OK, part of what I was hired to do for this company was to simply "hover" over everything

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going on. Now, understand this: The first time this ad ran in *Investor's Business Daily*, it was strategically timed to appear as the company CEO was overseas with his "team" trying to impress bankers and other big time investors. In other words, part of the job of this ad (other than the obvious) was to be an effective tool in the "pitch kit" of this little team of vultures who were going after serious investment money. Anyway, as part of my job of "hovering," I decide to call the 800# mentioned in the ad a couple of days before the ad breaks. What I get is one of two things: Either a busy signal... or... some idiot on the phone who couldn't qualify for a job at McDonald's and can't even correctly pronounce the name of the company. Let alone talk intelligently to whomever was calling.

I call an old friend of mine, Laura Charles, and get her to drop everything else she's doing and fly to Nebraska where the 800# service is located, be a "Nazi Bitch" and whip them into shape. She did a magnificent job. She gets them to put on ten more operators, answer the phone live 24-hours per day and teaches them how to properly respond to the calls.

The ad breaks, the calls start flooding in and, thanks to Laura, the calls are all handled the way they need to be handled. Now, if you'll recall, near the end of the ad, the reader is asked to call the 800# and leave his name and address in order to receive a video featuring the inventor explaining what he has invented and the company CEO giving an overview of the company and its plans for expansion. That's not what I wrote in the first draft of this ad. In the first draft, it said something like, *"There's an investment opportunity here but, it's not for the little guy. However, if you or your organization can invest $50,000 or more, this is a situation worth looking into."*

That verbiage was eliminated because the company's attorney said it wasn't legal for this company to solicit for investors. His suggestion was to replace that part of the ad with a simple request for the reader to buy the product. I told him it would be idiotic to pay $14,000+ to buy a full page in *IBD* just to sell a consumer product that retails for $19.95 and, if that was the law, we ought to just cancel the ad. Well, the powers that be didn't want to just scratch that ad so, the ad ended up saying something about *"being passionately committed to producing this amazing new invention... as fast as their financing will allow them to expand."*

Alrighty, now we've got the ad copy approved by the company's wonderfully-astute attorney, we're getting the phones answered promptly and properly and, the day before the CEO and his team left for Europe, they shot the raw footage for the video that was going to be sent to all the callers who responded to the ad.

The video footage sucked.

It began with the "60 something" inventor trying to impress the young people assembled for the taping with a *rap song* about his product... and then... it went downhill from there.

Good God, what could possibly be in any adult person's mind that would make him think a video tape of him mouthing a rap song would impress a would-be investor? Whatever. It was obvious the video would have to be HEAVILY edited before it could be sent out so, I wrote a one-page letter to all the callers which said in part:

> *"The free video will be sent to you approximately 14 working days from now. The technicians are working out a few editing glitches and*

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we'll rush the tape to you as soon as they are finished.

"However, if you (like me) are one of those 'got-to-have-it-now' people (when it comes to 'cutting-edge' info) and you don't want to wait for the video, please accept this as my personal invitation for you to call me... immediately... and I'll be more than happy to give you a summary of the information that will be on the video.

"Obviously, if you're one of the first to call, you'll have a head start on this valuable info over the people who won't have it until they watch the video. And, as you know, when it comes to business, the value of important, new information is in direct proportion to how fast you get it before it becomes 'common knowledge' to everybody else."

Now, of course, this dysfunctional company I was doing all this world-class work for didn't have anybody who could actually type this letter and get it mailed out... so... I had my trusty assistant, Theresa, get that job done.

Let's fast forward just a little bit in time. Now we are somewhere in the middle of January of 1998. The ad you just read has appeared twice in *Investor's Business Daily*. Thousands of calls have come in and been handled properly and all the names, address and phone numbers of the callers have been captured. Each caller has received a letter offering more info without having to wait to get the video. *These people are hot to trot!* They've read a full-page ad, responded to that ad... gotten a personal letter inviting them to call the company direct, responded to that letter... and...

They Can't Get Anyone In
The Company To Talk With Them!

These people don't care about the video. *They want to invest in the company!* They volunteer they are accredited investors (I'll explain the significance of that another time) and they have $50,000... or... $150,000... or more... they want to invest! They not only call... but... they are call back six, seven, eight times or more. We'll never know but, I believe that ad (which cost about $14,000) would have, if handled properly... *generated around $150,000,000!*

I flew to California to try to help these people. I stayed at the Oakwood Apartments in Newport Beach for an entire month. But, it was useless. The CEO was so screwed up, so dysfunctional and so obstructive to the growth of this company, it was impossible to help him. By ineptness and constant failure to keep his word, he was like a human tornado ripping through a trailer park of humanity leaving dozens of good people damaged, bewildered... and *incensed.* At first, I kept trying to clean up his messes. But... *I couldn't keep up!* I felt like a guy with a snow shovel running behind a team of Clydesdale horses with diarrhea trying to shovel up all the shit being left behind before more people started to drown in it.

It was hopeless. But, you know what? I now believe, from a financial point of view...

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This Is The Best Thing
That Ever Happened To Me!

You see, what these people were trying to do was, take their company "public" so shares of stock in the company could be legally bought and sold on one of the major exchanges. Previous to this experience, I knew next to nothing about the process of "going public" and, I had almost no interest whatsoever in the stock market.

That's all changed now. What I've discovered is there is so much money to be made in the stock market... and... it can be made so easily, it is almost beyond belief. First, Americans have more money invested in the stock market right now than ever before. Currently, stock investments make up 28% of the total wealth of U.S. households. This has more than doubled just since 1990, when it was only 12%. Americans, now have, for the first time ever, more money invested in the stock market than they do... *even in real estate!*

Best of all, most people who invest in the stock market are "total financial idiots." They make most of their stock buying decisions based on the advice of their personal stock broker... or else... on the advice of high-priced stock market "experts." Stock brokers, in general, are not investment experts... they are salesmen. And, for the most part, they are stupid and/or unethical to an astonishing degree. Stock market "experts" are truly a joke.

Have you ever heard of the "Dartboard Index"? Here's the way it works: Every six months, staffers of the *Wall Street Journal* throw darts (literally) at a listing of all the stocks on the market. Then, they track those stocks to see how well an investor who bought those stocks (selected by the Dartboard) would have fared against the Dow Jones Index and versus a consensus of the expert's opinions. Here's the results for the last six months:

DARTBOARD PORTFOLIO	UP 6.5%
DOW JONES INDUSTRIAL AVERAGE	DOWN 0.7%
EXPERTS AS A GROUP	DOWN 14.1%

Think about it. These experts are among the most respected in the country. They include William P. Miller of IDS Equity Investors (his was the only stock pick that actually went up), Jeffrey Meyer of Brandes Investment Partners, and Christopher O'Keefe of Compu-Val Investments. *These people don't come cheap!* They, and others like them, are paid enormous amounts of money for advice, that seems to me... just plain silly. Ask any of these experts what makes a stock price go up or down and they'll give you what I consider to be totally "off-the-mark" answers. *"The PE ratio was up,"* they'll say. Or, *"The company has developed a new microchip or something else that solves a problem faster, easier and cheaper than ever before."*

None of that is what makes a stock price go up or down. What does? It is the *NEWS* of some development. Get that straight in your head. It's not the development itself: It's the *news* of that development. Therefore, the way to win when you play the stock market is simply to know the news before anyone else! Imagine this: Imagine you know tomorrow there is going to be a "rave" story in the *Wall Street Journal* about how ABC Widget Company has (ready-to-

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market) a secret, new gizmo that turns ordinary tap water into champagne for less than five cents per gallon.

Guess what's going to happen to the price of ABC's stock when that story hits the front page of the *Journal*? It's not hard to figure out...

The Price Of The Stock Is
Going To Skyrocket!

Now, imagine this: You already know this article is going to appear in the *Journal*. In fact, you know the writer is going to be writing about it even before the writer knows it himself. In fact, you know about this development... *even before...* anyone in ABC Widget Company (including the CEO) knows about it. Let's say the stock is now selling for $10.00 per share and, you know it's going to jump up to at least $15.00 per share when the news breaks.

What do you do? Go out and buy shares in ABC and then cash in when the story hits? Not a bad idea. For $10,000 you could buy 1,000 shares... and then... the next day, you could sell at $15.00 per share and make $5,000 on your investment.

Sound good? But wait. What if you didn't buy those shares... but instead... you "optioned" them for about 5% of their value. Doing it like that would give you control of 20,000 shares. Then, the next day when you cashed in, your $5.00 per share profit (minus the 50 cents you paid for the option) would be $4.50 per share times 20,000 shares... which is...

$90,000!

How can this be possible? How can you know the news before anyone else, even the people who run the company... and how... can you know exactly when the news is going to break before anybody else?

I'm not going to tell you.

The most profitable money-making secret I ever came up with was the one that created the family crest company (Halbert's Inc.) which still exists today and has generated hundreds of millions of dollars. I came up with that idea back in 1968 and, it's taken me 30 years to come up with one that's even better... maybe even 100 times better.

However, even though I don't intend to tell you how this secret works, I will tell you how you can profit from it. I'm going to do it in almost every issue here on out in this 2nd generation of my newsletter. Why is this secret so much better? Because, with this one, you don't have to hire anyone, create anything, market anything or even talk to another human being. You know, the time has truly and finally arrived... when... it is actually possible to become a multi-millionaire while sitting in a canoe with nothing but a laptop PC, a modem and a cell phone!

However, I'm going to be more effective at teaching you about all this if you will do a little "homework." First, I want you to become aware of just how dishonest and unethical people who sell investments to the public really are. The best way you can do this (and it will leave no doubt in your mind) is to read a new book called *F.I.A.S.C.O.* subtitled "Blood In The Water On

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Wall Street" by Frank Partnoy and published by W.W. Norton & Company, Inc. (ISBN 0-393-04622-2).

Just read it. You won't believe it. But, I believe it. After my recent experience with "Financial Sodomy Inc." in Irvine, California, I know this writer is not exaggerating. By the way, when you are trying to "go public" and/or raise investment money for what is to be a publicly-traded company, you need something called a "stock evaluation report" written by an expert. The one for "Financial Sodomy Inc." was written by a snot-nosed, 27-year-old kid in Aspen, Colorado who actually, for reasons unfathomable to me, is entitled to hold himself out to be an "Investment Banker."

You know what this guy's sophisticated, financial evaluation says the worth of this company will be in December of 1999? Just 24-months from when he created this truly "creative" official-looking report? How about more than...

One *Billion* And
700 Million Dollars!

That's pretty good, isn't it? After a careful and judicious analysis, this guy concludes this company... that cannot... at this time... answer its phones or even get a letter typed... is somehow going to "morph" into a debt-free company worth upwards of two billion in less than two years. That's like saying we're on the verge of having peace in the Middle East. (Lord, I've seen screwed-up companies before but, I've never seen anything like this where there was nothing but "chimps-in-the-cockpit.")

Anyway, I also want you to immediately read another book called *WallStreet.com* subtitled "Fat Cat Investing At The Click Of A Mouse!" This one's by Andrew D. Klein and published by Henry Holt & Company, Inc. (ISBN 0-8050-5758-7).

And, go get your silly ass a copy of the Jan/Feb issue of *Internet Shopper* which features a story on Online stock trading and compares 45 different Internet Brokers. By the way, one of the pioneers, and one of the best of the online brokers, is located at **http://www.etrade.com**.

Plus, there's one special web site I want you to log onto and surf around a little. Just have your search engine find "IPO CENTRAL." I know, I know. This is all starting to sound like "work"... but... trust me, there just might be a big payoff here. So, stop bitching and boot up. And, here's even more web addresses with which I want you to become familiar: **http://www.firstcall.com**; **http://www.investools.com; http://cybersurfing.com** and finally **http://www.investor.com**.

Now, I gotta tell you, the main reason my trusty GATEWAY 2000 sits at my side... is... because it is such a superb tool for the research I now do on the stock market. But, there is a second reason: You know, there's hundreds of web site experts out there now... that will... for a hefty fee, set up a web site for you so you can make huge profits on the Internet. The problem, of course, is none of these jerks actually know how to make a profit on the Internet; they only know how to make a big profit by lying to you about how they can teach you how to do it. People who say they can do this remind me of people who sell ad space in the yellow pages. Their pitch is, they can help you design your yellow age ad so you will make mucho fungolas.

The problem, of course, is they haven't a "clue" how to actually make a yellow page ad

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profitable; they only know how to sell space in the yellow pages. A web site can be a profit center... but only... if it is designed by a real salesman! And, the fees now being charged by "image" advertising idiots are getting so outrageous that someone (and I guess that's gonna have to be me) needs to step in and lay a little sobriety on everyone involved.

There's a company in Irvine, California called "Electronic Media Communications" or "EMC" for short. They offer to do all kinds of electronic publicity including preparing television press kits, arranging television news story placements, creating satellite media tours, video news releases, radio media tours, radio news releases, radio public service announcements, getting your story on the various wire services... plus... various other services including helping you set up a web site. Here, word-for-word is the part about web sites written in one of their recent multi-page proposals:

"WORLD WIDE WEB SITE

"As we all know, the World Wide Web has become the fastest growing medium of all time. By the year 2000, more than $200 billion dollars of commerce will be conducted on the Internet. With health and health related topics being one of the top 5 subjects of the Internet and WWW, we would like to recommend that Seychelle develop a considerable presence on the Internet.

"• Web Site Development, Hosting and Maintenance

"EMC proposes to develop, host and maintain one of the most substantial sites on the WWW dedicated to information about drinking water. This site would be designed in such a way as to provide information of interest to consumers, retail buyers and the media about Seychelle and news and information about water quality throughout the United States.

"Conceptualization, Content Preparation, Photography, Art Direction, Programming, Audio and Video Serving:	$150,000
"Monthly Hosting and Maintenance:	$ 30,000 (per year)

"• Internet Publicity And Promotion

"Once the site is developed, the EMC New Media publicity and promotion department would promote the site and Seychelle as a whole throughout the Internet and WWW. This service would include on-going promotion in all search engines, data bases, indices, news groups, bulletin boards, and through 'covert infiltration in chat rooms,' etc. All of these services would be combined with

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media relations programs with the on-line versions of traditional media such as USA Today Online, CNN Online, etc.

"Complete Online PR Services: $ 42,000 (35 hours @ $100 per month)"

Well now, let's see: If my math is correct, all these good folk want is $222,000 to create, maintain and publicize a web site. Gosh, they must be pretty good at it, huh. *Oh wait!* I see on their letterhead, they have a web site themselves. I bet it's a doozy. It's **http://www.emcnews.com**. Hmn, maybe before I go any further, I should boot up my trusty GATEWAY and see whatever it is these electronic wizards have created for their own company.

So hang on a minute. Sir Gary of Halbert is going on-line. (I never thought I would ever write or say those words.)

Wow! What a web site! It's got color! It's got words! It's got... uh... let's see... well, it's got color and uh, it's got words. My guess is, the creation of this web site ought to have cost... oh say... maybe a dozen pizzas and a couple of 6-packs of Coke for some geeky high school student. And just look at the roster of big corporate clients listed on their web site who have retained these wizards for web site creation and their other services. You know, I'm in the wrong business. I work my ass off to create multi-page letters and long copy ads that actually sell stuff at a profit... as opposed... to those heavily credentialed (truly) pros who get paid zillions to create vapid, good-for-the-client's-ego, "image-building" ads that are about as far from a good sales pitch as Bill Clinton is from being "Husband Of The Year."

Stay with me. In my next issue of this 2nd generation of my newsletter, I'm going to start giving you the true scoop on how to make money with your PC, how to play the stock market with a truly unfair edge... and... the sober way to create a profitable web site.

Does this mean I'm switching over to making this a stock market and/or electronic marketing newsletter... instead of... the stuff I usually write about? No, it only means I'm going to add these topics to what I already write about. I'm still the same Gary Halbert you've learned to love and to hate, the guy who both inspires and frustrates you... but... I'm out of the bag now. I'm loose, running around and...

I'm On-Line & Dangerous!

You just wait.

Sincerely,

Gary C. Halbert

P.S. I'm going to do some price testing and this 2nd generation of my newsletter is likely to be

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much more expensive than the 1st generation. But, that's only for new subscribers. Lifers are still Lifers and, anyone who is now or ever has been a subscriber to this newsletter can still renew (whenever it comes time) for the same low price.

And finally, there's something else I need to tell you. I have made a decision I should have made years ago. What I've decided to do is... *I've decided to sell this newsletter*... and... *I'm going to sell it right away!*

Why am I doing this? Is it because I am tired of writing this newsletter? Not at all, you see, what I am really tired of is...

Not Writing This Newsletter!

Writing this newsletter is what I can do better than I can do anything else. But you know what? It seems like I spend about 5% of my time writing it (lately, it's been 0%) and 95% of my time trying to do something I have no talent for whatsoever. Namely: Running a business.

To which, a lot of people have said: *"That's easy to fix Gary. All you need is to have a good manager and turn over all the details of running the business to him."* Sounds good. But, in reality, it doesn't work out very well. For two reasons: (1) Often the person who says he will run the business is, in fact, NOT competent to do so. (2) And secondly, even if the person is competent, ***I*** will interfere with his ability to do a good job. The truth is, if a general manager is still under the power of the person who actually owns the company... and... said person with the power is (like me) "functionally challenged"... there isn't a prayer of the company growing the way it should. Guys like me don't need good guys to run their businesses for them. No.

Guys Like Me Need
To Be Kicked Out Of
Their Own Businesses!

You know what I would do if I didn't own this newsletter? It's simple: I'd spend 20 times as much time writing it as I do now... plus... writing a continual flow of fresh sales letters and print ads to promote the newsletter. Then, this already pretty damn good letter would be a masterpiece every month. And, the people who own and run it would get *seriously* rich. You know, I doubt there's any newsletter... or... even any other publication of any nature that has been as profitable per reader as this one. Also, I don't know of any other profitable publication where the writer of it has been so indifferent to promoting it. Here's the way I work: I dream up a way to promote this newsletter or some other product. Next, I make a marketing test... and... if the test turns out to be profitable...

I Drop The Project!

This newsletter, in the right hands, would have 100 times as many subscribers as it does now. I haven't mailed a subscription pitch in years. I never bother to ask people to renew. It's amazing how much money I would make just by mailing a renewal pitch to my expires.

To whom am I going to sell this newsletter? I don't know exactly but, I know I only want to sell it to one or more people who have been reading it for a long time and know the

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nature of it. I am not going to change my writing style. If I want to write *"I bet Bill Gates never had a good piece of ass in his life,"* that, by God is what I'm going to write.

What's the price going to be to whomever ends up buying it? Not as much as you might think. I don't care nearly as much as how much I get "up front" as I do about how much of a bankroll the buyers have to mail letters and run ads to get new subscribers. You see, I'm going to make my money from taking a percentage of sales... and... therefore, I want the people who end up owning this letter to... *promote it like crazy!*

It gets worse. Whatever person or group of persons who end up buying this letter are going to have to agree in writing to the following:

1. No one will ever have the ability to censor a single word I write. If I want to write the word *"shit"*, I'm gonna write it!

2. Theresa, who has stayed with me for eight years already, will be guaranteed her job... for life!

3. All the mechanical shit (God, it feels so good to write *"shit"*) will be handled by Kyle Hunter in Santa Ana, California. You know, there's lots of people who say they can handle all the details of a big marketing campaign but, Kyle is the only person I've met (I've known him for 11-years) who, not only can do it all... but also... who is honest! (Translation: He's the only lettershop owner I know of that, for sure, will not steal a client's postage money.) Here's what Kyle can do:

    a. Print, stuff, stamp, seal, address and mail all the sales letters.

    b. Take care of all the credit card processing.

    c. Fill all the orders.

    d. Keep the mailing list up-to-date.

    e. See that everyone involved gets an honest accounting.

    Kyle is the only person I know who can truly offer "one-stop" shopping for a mail order entrepreneur. By the way, so far, he is responsible for sending out more than 300,000,000 pieces of mail. On one diet promo I wrote, Kyle was sending out 125,000 pieces of personalized mail... per day! If you're in the mail order/direct-response business in any way, you need to know this guy. Here's his address, company name, and phone number:

    Kyle Hunter
    Specialized Mailing Services
    3011 Shannon Street
    Santa Ana, California 92704
    (714) 444-2284

4. And finally, even though I don't know who is going to end up owning

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this newsletter, I do know who it is I want to set up the deal. His name is Joe Polish, and he's the guy you should contact if you are interested. He's a fair guy, he understands the business and, I trust him to see everyone involved gets a square deal.To avoid playing "telephone tag" the best thing is to simply **FAX** Joe and give him your name, personal phone number and tell him the best time to give you a call. His FAX number is...

(602) 967-5847

Why don't I have interested people contact me directly? It's simple. Because then, it'll just be another example of me trying to do something I'm not qualified to do which is set-up a business deal. I don't want any part of that stuff anymore. All I want to do now is...

I Want To Write!

And that's all. I'm already working on my next issue and I am not going to let myself get derailed again. There's too much at stake here. Not only do I have 12-years of newsletter material to sell, I've got 12 years of ***PROVEN*** back-end products, like books, reports and audio and video tapes of seminars. When you combine that with what I'm now producing, (including some *truly electric,* ELECTRONIC-MARKETING SEMINARS) you're talking about a deal where...

It Would Be A Damn
Shame To Let Even
Gary Halbert Screw It Up!

P.S.#2 Do you think maybe I wrote all that stuff about "Financial Sodomy Inc." in Irvine because I'm a disgruntled ex-employee? Not at all. They were paying me $3,700 per week plus a company car, a company apartment and, all my expenses. Not only that, they liked my work so much... *they offered me an immediate $2,000,000 bonus to stay.*

I swear that's true. You know, the CEO still can't figure out why I left. I certainly didn't do it because I'm so flush that I don't really have any use for a measly two million smackers. I'm not flush at all. But, unlike lawyers, investment bankers and stock brokers, there's some shit so revolting... *even I can't do it for money!*

I'd rather die broke living on the street in a cardboard box with nothing but a legal pad and a ball point pen (I still don't write with a PC even though I can type)... while... writing this newsletter the best I can... than... live in a penthouse, wear a three-piece suit... and... pay for everything by facilitating deals that make me want to puke.

Aw nuts, I'll just play it out and whatever happens, happens.

Peace.

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THE GARY HALBERT LETTER

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Phone
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Fax
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From:
Miami Beach, FL
Friday, 3:47 p.m.
June 12, 1998

Dear Friend & Subscriber,

No time for chit chat. Let's get right down to business.

Later this month, a few days after you receive this newsletter, the following ad is going to appear in *Investor's Business Daily*.

Here Are 3 Very Low-Priced Stocks You Must Know About Before Midnight On Tuesday, June 30, 1998!

All of these companies have made new and amazing bio-medical, technological breakthroughs. All are listed on the NASDAQ. Here are their ticker symbols:

(1) **CORX** *(possible Alzheimer's breakthrough!)*

(2) **ENDO** *(prostate disease relief and minimally invasive surgical technology which literally freezes cancerous tumors!)*

(3) **SLIC** *(most efficient laser ever developed which can be used at operating room temperatures! Potential for automotive, dental, medical, telecommunications, optical data storage, DVD printing and military operations)*

For exciting, free info go to...

www.GHLstockalert.com

Now, as you notice, the people who read that ad will be directed to go to a website, namely ***www.GHLstockalert.com.*** Here is what they are going to read when they get to that website:

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Welcome to...

GHL STOCK ALERT!

My name is Gary C. Halbert and I am about to reveal the details to you of three low-priced stocks I believe have a tremendous upside potential. I, myself, have purchased shares in each of these companies.

However, that does not mean you should invest in these stocks. Just because I believe the price of a certain stock is going to go up, doesn't mean it is a dead certainty which will turn out to be true. There are always factors in the near and distant future which are virtually unknowable before they manifest themselves. Therefore, you should never invest any money in the stock market if the loss of that money would cause you undue discomfort or inconvenience. If you invest in any of these stocks, you could lose part or all of your investment.

But, you could also make a bundle!

I'll reveal the names and details of my three stock picks for this month just a few paragraphs from now. But first, it will be useful if you understand a little about why I have chosen to invest in these particular three stocks.

First, I have a rule for myself and, that rule is...

Buy Only Stocks Listed
On One Of The Three Major
Stock Exchanges!

The reason for that rule? Simple: You see, I realize I'm never going to make any money by *buying* stocks. I'm only going to make money when I sell my stocks. And, when I'm ready to sell, I want to make damn sure whomever wants to buy can easily find quotes and other details of the stocks I want to sell. In other words, I have no interest (at least currently) in messing around with any stocks... unless... they are listed in the *Wall Street Journal, Barron's* or *Investor's Business Daily*.

Believe it or not, that rule alone eliminates hundreds of thousands of stocks. Here in America, aside from the three major exchanges, you can buy OTC (Over-The-Counter) stocks, "pink sheet" stocks (ask your broker if you're interested) and stocks from all sorts of other sources. You can also buy stocks listed on the Toronto Exchange and all the European and Asian exchanges.

Not me. I buy nothing that's not listed on the NYSE, AMEX or NASDAQ.

My second rule is...

Only Buy Stocks That
Have The Potential To Gain
50% Or More In One Day!

I've done a lot of research because I wanted to know what made this small, elite group

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of stocks (there are 300 to 500 of them every year) different from all the thousands of other stocks which have never enjoyed this type of spectacular *daily* gain. Here's what my preliminary research seems to indicate: Of all stocks which gained 50% or more in one day of trading...

Only 6.2% Were
Stocks Listed On
The AMEX Exchange!

No AMEX stocks for me. At least, I don't spend any time researching them right now. Mushing on, I also discovered...

Only 4.9% Of The
Top Daily Gainers Came From
The NYSE!

So, at least currently, I don't research NYSE stocks either... because... the plain fact of the matter is...

88.9% Of All The
Big Daily Gainers
Come From The NASDAQ!

Now, let's talk about price. Of all NASDAQ stocks that gained 50% or more in price in one day...

Stocks priced at $1.99 or less represented 44% of the big daily gainers.

Stocks priced from $2.00 to $2.99 represented 25.8% of the big daily gainers.

Stocks priced from $3.00 to $3.99 made up 12.6% of the big daily gainers.

Stocks priced from $4.00 to $4.99 made up 3.5% of the big daily gainers and...

All Stocks Priced
$5.00 Or More Represent Only
13.9% Of The Big
Daily Gainers!

So, here's what I've decided so far: I'm (at least for now) only going to concentrate on stocks on the NASDAQ which are selling for less than $5.00. This selection criteria alone has eliminated me having to examine 99.9% of all stock market investment opportunities.

But, my friend, we ain't done yet. Not by a long shot. Just because a stock is selling for less than $5.00 and listed on the NASDAQ doesn't mean it makes the cut. Nope, all we've identified here is the "preliminary pool" of stocks we are even willing to look at. There are *numerous* other hurdles even these stocks have to overcome before they qualify as a "pick."

The first of the next hurdles is volume. If a stock has a very thin daily volume, just the fact you invest in that stock will make it skyrocket in price.

Conversely, if the daily volume is too high, way too much of a mountain of money has

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to be moved to effectuate a 50% or more jump in price.

If you are at all active in the stock market, you are already aware of the success of a small group of stock market experts (they really are) who have an informative website and write books on a how a "Motley Fool" should invest in stocks. I recommend their material since it's very informative. Here's an eight item checklist they use to select stocks worthy of further examination:

1. Sales of 200 million... *or less!'*
2. Daily dollar volume of trading three million dollars... *or less!*
3. Low share price between $5.00 to $20.00. They maintain stocks priced at less than $5.00 are "junk." I disagree.
4. Net profit margin of 10% or more.
5. Relative Strength (study *Investor's Business Daily* to learn what this means) of 90 or higher.
6. Earnings or sales growth must be 25% or greater this year than it was for the same quarter last year.
7. Insider holdings must be at least 15%.
8. Cash-flow from operations must be a positive number.

All in all, this is a good checklist. My criteria are a bit different but, not too much. However, there's something I consider <u>much</u> more important than all of this put together. Namely:

I Want The Companies I
Invest In To Be "Newsworthy"!

As I wrote in last month's issue of my newsletter it is... NOT... some good or bad development which makes a stock price go up or down? As I said, *"It is the NEWS of some development, not the development itself, that affects stock prices?"*

You know what is so great about many of those smaller, low-priced publicly-traded companies? Not only does a low-priced stock have more "growing room," many of them remain unexamined by the big institutional investors who are insurance companies, pension funds and mutual funds. They can't afford to mess with those "little" stocks. First of all, there are <u>more</u> mutual funds than stocks (I find that rather amazing) and often, one day's trading in a given mutual fund is more than ten times the entire value of a small or micro cap company. Many of those small companies have spectacular "news" relatively no one knows about. Like a company called Longport which has a portable skin scanner a doctor can use to detect skin cancer in *seconds*... before it is visible... and *without* a biopsy.

By the way, I have not invested in Longport because it is not traded on any of the three major exchanges. But, if it was, I <u>would</u> invest in it... because... not only do the stocks I invest in have to get through my price parameters, volume parameters and all the other hurdles...

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They Must Also Have
A Terrific And Mostly
Untold Story!

Plus, these have to be stories... that... I have reason to believe the mainstream investment publications are about to "discover."

OK, now that you know all that, here are the stocks I've invested in this month:

STOCK #1:

Company	Ticker	Exchange
Cortex Pharmaceuticals, Inc.	**CORX**	**NASDAQ**

(An Alzheimer's Breakthrough?)

This is a neuroscience company focused on novel drug therapies for neurological and psychiatric disorders. Recently, a patent application has been filed entitled "Facilitation of AMPA Synoptic Transmission in Brain as a Treatment for Schizophrenia."

One of the three inventors is Gary Rogers, Ph.D. who is the Vice President of Pharmaceutical Discovery at Cortex.

AMPALEX(R)(CX516) is the first compound in the AMPAKINE class to be administered to humans. The drug is currently the subject of three Phase I/IIa clinical trials. Anyway, here's what I, Sir Gary of Halbert, find especially exciting...

AMPAKINES Are Also Being
Investigated For Potential Utility
In The Treatment Of Alzheimer's!

In fact, there is currently in progress a Phase I/IIa clinical trial at the NIH for *that* indication! And, according to numerous scientific papers AMPAKINES can increase performance on memory tests in humans and animals. Plus, these memory enhancing effects can be measured... *within minutes*... of administration.

I don't know about all this. I'm not a scientist. However, this company seems to be dead serious about their research... and... if their research pays off, I think there's gonna be a world-wide news flash that will *skyrocket* the price of the stock.

Maybe it'll happen; maybe not. All I can tell you is, after a lot of research, I'm convinced their stock is a good bet.

We'll see.

STOCK #2:

Company	Ticker	Exchange
Endocare, Inc.	**ENDO**	**NASDAQ**

(Prostate Disease Relief!)

This company develops, manufactures and markets innovative, minimally invasive surgical

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technologies which literally *freeze* cancerous tumors. It was recently revealed how this revolutionary temperature-based technology is being applied to treat prostate cancer, the second most common cancer in all men, and cancer of the liver. Recent study results from Douglas Chinn, M.D. of Southern California's Alahambra Hospital revealed...

96% Of His Patients Who
Have Received This Monitored
Temperature-Based Treatment
For Prostate Cancer Over The Past
Three Years... REMAIN CANCER FREE!

They're doing a lot of other incredible stuff but, this is the part that made me decide to buy their stock. Do you know how many men get prostate cancer as they age? It's up to 80%! Do you know how many "Baby Boomers" are turning 50 every day now?

Do you realize... aw hell... it's your money. Do what you think is best. Don't follow my lead (I'm a "controlled" risk-taker) if doing so will take you out of your own personal "comfort zone."

How's that song go? *"We may lose or we may win... but... we'll never be here again..."*

STOCK #3:

Company	Ticker	Exchange
Semiconductor Laser International Corp.	**SLIC**	**NASDAQ**

(A *New* Cutting-Edge Laser!)

CEO and President Dr. Geoffrey T. Burnham has been quoted as saying, *"I believe we are on the verge of a sales-breakthrough which will lead to the placement of a number of very large production orders. We expect these orders will be received from some of the world's largest corporations looking to employ our unique technology in their product lines."*

It's no wonder. At the 11th Annual Diode Laser Technology Review Conference (that sounds like a fun group, doesn't it?) held in Albuquerque, New Mexico, Semiconductor Laser International presented a poster paper showing overall conversion efficiency of 56% for an 808 nm high power semiconductor diode laser operating at 25 degrees Celsius, which represents... the highest efficiency ever obtained by anyone at these operating temperatures.

This is space-age technology with potential uses for automotive, dental, medical, telecommunications, optical, data storage, DVD Printing, and military applications. In fact...

This Company Has Reached
This Level Of Laser Efficiency In
Less Than One Year... Which...
Their Competitors With A Combined Total
Of 24 Years Of Research
Have Still Not Achieved!

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Whatever. Once again, it's your call.

OK, that's it for now... except... for some legal stuff you ought to know. First, I am NOT a Registered Investment Advisor. I do not give individual investment advice. None of the info you've just read is an offer or solicitation of an offer to buy or sell any security. I believe the sources from which I got all this info are reliable... but... I can't guarantee that to be true. Even though some of this info came from the companies themselves, I have no personal or business connections to these companies whatsoever.

One other thing: I've been publishing a very elite newsletter continuously for the last twelve years cleverly called *The Gary Halbert Letter*. You might be interested in my newsletter but, probably not. First of all, with a subscription price of nearly $3,000 some people say it's the most expensive monthly publication in history. Secondly, I do not make info about my newsletter available via the Internet. If you want to know what it's all about, why it's so valuable and why it's read in over 50 countries, you'll have to call my office and give us your name, your real address and phone number. Then, after we are convinced you are a real honest-to-God human being who doesn't have to hide behind a computer, we'll send you a few sample issues and you can decide for yourself whether or not it's for you. Also, we don't use an 800# so you'll have to pay for the call yourself. If, after knowing all this, you are still interested, you can **call us at (305) 534-7577 anytime, 24-hours-a-day, 7-days-a-week**.

Please note this website is all text. No bells and whistles. No graphics. No photos. I hate all that crap. All it does is slow me down when I'm doing research. I hope you feel the same way. If you want great graphics, go to Disney. If you want great info, come to me.

By the way, the info on the three stocks will be removed from this website at midnight on Tuesday, June 30, 1998.

Hang in there. Just remember...

Things Always Look
Darkest Just Before They
Go Totally Black!

Sincerely,

Gary C. Halbert

Now, of course, you're probably wondering if Guru Gary, the veritable "Prince-of-Print" will actually have the savvy to get that site up and running in the next couple of weeks. Well, guess what, you pessimistic, little prick: It's *already* up and running and, if you have a computer, you can check it out right now. The address is:

www.GHLstockalert.com

OK, now pay attention: If you're gonna be able to get away with referring to your readers as "pessimistic,

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little pricks" you damn well better have something of extreme value to lay upon them... else... the humorless twits amongst them will rise up and smite thee... and... I sure wouldn't want that to happen! (By the way, just for the record, I want you to know I realize some of you are pessimistic, BIG pricks.)

Hmn? I sense I may be stepping over the line into a "danger zone" here so, I think I better get to the good stuff zippidy quick. Here's the scoopola: You *already* know what's on the website. That means you've got maybe a week's head start before most of the rest of the world even knows of the existence of the site.

Not only that, at one minute after midnight on Tuesday, June 30, 1998 new content about one or more Nasdaq stocks will be uploaded to that site. However, if you are a Lifetime Subscriber or a paid-up current subscriber, you're going to receive the next issue of this newsletter about a week before I upload the new info... and... that issue will reveal unto you what's gonna be on the website.

By the way, do you realize Endocare, Inc. (Nasdaq: ENDO) has found a way to cure 97% of patients with prostate cancer and the news of that achievement has not yet caught the attention of the national media? You know, many of my readers are more savvy about PR than me... and... I hope, for humanity's sake, someone (I'd love it to be one of my readers) makes sure this achievement gets the attention it deserves.

It's not all just about money: Dozens (perhaps hundreds) of people with prostate cancer are going to needlessly die today because the media has neglected this breakthrough.

Come to think of it, maybe things are as they should be. After all, I for one, am very comforted that, because of Viagra, Bill and Monica will never have to worry about his ability to perform.

Please forgive me. Forget all that stuff I said about a cure for prostate cancer. I lost my head for a moment. Willie knows what's important and what's not. My apologies to the White House.

Sincerely,

Gary C. Halbert

P.S. I'm very proud of my son Kevin Clifford Halbert. A few years ago, he graduated from the toughest college on earth (they have the highest per capita stress-induced suicide rate among their student population than any other college) and he has now become the man to know if you need the best work possible in digital imaging. He's so good, when Sinbad (the comedian and talk show host) was doing his last special in Aruba, he paid Kevvy Baby to go with him just as "insurance" in case anything technical started to go wrong. He also does great fashion photography and you can see his work at ***www.pixelpipeline.com.***

And, he's the genius who got his ol' man's website up and running without a hitch and in jiffy quick time. He's also my "insurance" that nothing goes wrong with my website (a lot can go wrong with a website) and, I highly recommend, if you are thinking about starting a website, going online, or doing anything digitally related, you hire him at least as a consultant. He's the cheapest insurance you can buy. Just ask me or Sinbad. Kevin's number is **(213) 851-8275**.

I love you son.

P.P.S. It might be to your benefit to spread the word about my website. Think about it.

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THE GARY HALBERT LETTER

Suite 905-467
3101 S.W. 34th Ave.
Ocala, FL 34474-7447

Phone
(305) 534-7577

Fax
(352) 861-1665

From:
Miami Beach, FL
Friday, 11:47 p.m.
July 31, 1998

Dear Friend & Subscriber,

I intended to write this newsletter and mail it to you about two weeks ago.

The reason I'm not writing it until now is, so many things have been changing and, changing for the better. I kept getting more and more info I wanted to include. But, I can't wait any longer. Sometimes, you can have too many good developments in your life that, even one more good development is not welcome because you've got too much on your plate already.

Too much is too much no matter what. Sometimes, having a zillion good options leaves you immobilized rather than energized because, you get to thinking maybe the option you've chosen is absolutely fantastic but, the other one sitting over in the corner might even be better... so... frozen with indecision... you end up making the worst choice of all... which is, of course... no choice.

To hell with it. I'm just going to start writing.

First, for years a substantial percentage of my subscribers have wanted to know how to make money with a personal computer. So, what I'm going to start out with here today is to tell you exactly how to do that.

There are all kinds of formulas for effective marketing but, for decades, the most dependable has been a two-step formula that works like this: You run a little classified or display ad in a newspaper or magazine. Maybe it'll say something like this:

Free Report Reveals How To Make $5,000 Per Day By Reading The Classified Ads In Your Local Newspaper!
This report is 100% free. All you have to do is write your name, address and the words "Free Report" on a piece of paper and send it to:
ABC Publishing
123 Elm Street

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OK, this causes "x" number of people to send you a short letter to get your free info. Then, what you do is, send them a long letter (the free report) which gives them some info and gets them excited enough that they want more... which... they can get by the simple expedient of *buying* another report from you which gives them the real scoop.

There's dozens of variations of this formula. You can generate leads by radio and TV instead of printed media, you can generate leads now via the Internet (you shouldn't, just yet), your "sales letter" can be a free recorded message, a video tape or an audio tape. Maybe the people can call for the free info instead of write for it. Whatever.

But basically, it's all the same formula. Inexpensive lead-generating ads followed by long, intense, detailed sales presentations.

Let's do a little math: Say it costs you $100.00 to run your lead-generator ad. Say it works pretty well and you get 100 replies. Say it costs you about two bucks to capture each name, print, get all the lettershop work done and mail out your sales letters. Alrighty, now you've spent $300.00 so far. Let's say you are selling your report for $19.95 plus $3.00 shipping and handling and, after all fulfillment costs, you have a gross net of $15.00 per sale. From your 100 sales letters, you get five sales or, after fulfillment costs, $75. Deduct that from the 300 smackers you shelled out to buy the leads and mail your letters, you're in the hole $225.00.

Well, shit, that sucks, doesn't it?

Let's double the response from those 100 letters. Now, we've got 150 fungolas after fulfillment costs and we're only down $150. Still no good. Let's triple the response to where we are getting 15 orders from those 100 sales letters. At a net of $15 per order times our 15 orders, we've got after fulfillment $225 which, when subtracted from our inescapable $300 "get going" costs, we're still down $75.

Let's jack up our response once again. Now, we're getting 20 orders from our 100 sales letters. At $15 per order after fulfillment costs times 20 orders, we've got $300. Not counting our time, we are finally at break-even. Do you understand the significance of what you've just read? Don't be too sure. Maybe you've got it but, just in case you're a true dimwit like Brad Antin or someone like that, please let me make it perfectly clear..

We Are Still Not
Making Money Even
Though We Are Getting
A 20% Response!

Let's change things: Let's pretend, for a moment, it doesn't cost us anything to send our sales letters. We've still paid out $100 for the lead-generating ad. This time, however, since there isn't any cost for mailing our sales letters, when we get our 20% (20 orders) at a net gross of $15 per order, we've got $300 after fulfillment, and when we subtract the $100 we paid for the lead-generating ad, we've got $200 left as profit.

We would've also made a profit with a 15% response!

We would've also made a profit with a 10% response!

We would've also made a profit with a 7% response!

Now, if you really, really honestly want to make money on the Internet with all the bullshit taken out of it, here's what you do: (1) Run a good, cheap little lead-generating ad, and...

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Run It In Print!

A newspaper. A magazine. Don't run it on the 'Net. You're not ready for that yet. You can make a lot of money getting leads from the 'Net but, don't try to do it until you're ready.

Next, you write and then type up the best sales letter you can. Then, you upload that letter to a website you have created for you. For the moment, stop thinking about a website as a website. Think of it as a letter. Make your website "Plain Jane." No graphics. No photos. No animation. Nothing that moves. Website "specialists" are like yellow-page ad "specialists." They are like people who design glossy brochures for your business printed in full-color so you will look "professional."

All Of That Detracts
From Sales!

Another little thing: Make your website/letter easy-to-read. That means high-contrast. Don't put blue words against a purple background. I am constantly amazed at how much money (zillions) is spent on advertising which is almost impossible to read. If you have a computer and, you haven't done it recently, go to my website *www.ghlstockalert.com*. Notice how easy it is to read? Black type on a yellow background is the easiest-to-read color combination you can use. Near the end of the site it says something about a "red-hot" little stock. Notice how "red-hot" is printed in red and how it stands out? It does so because I use color so sparingly. If you fly over a GM manufacturing plant and look down and see 10,000 red cars, you won't notice any one of them in particular. However, if 9,999 of those cars are white... and... only one of them is red...

You Will Notice That Car!

Now listen: The first time you try to use this formula, don't let any of your customers order any way except by phone. Use closing copy something like this:

> *"Before you decide to buy this product, there is one more important thing about it you should know. This is something we don't publish on the Internet because we only want our customers to have this particular piece of little-known info. So, if you are interested, whip out your credit card and call us at (000) 000-0000 during normal working hours and we'll give you this extra little piece of critical info."*

Is this the best way to sell stuff on the 'Net? No. Is it the best way for a beginner to sell something on the 'Net? Yes. If you've been using a computer for 20-years and, you are still not making money with it, you are a beginner.

Here's another idea for a lead-generating ad:

Is This Fair?
Did you know people with a personal computer get much lower prices when they have their carpets cleaned than people who don't have a computer? The reason this is true is legal but, it is not fair. You can find out why (if you have a PC) by going to:
www.dumbjoe.com

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By the way, what I just wrote may or may not work. That doesn't matter. What does matter is you've just been given an idea which should "spark" your imagination.

We know lots of people will read this little ad and they'll go to your website and the first thing they see is a black headline electronically printed against a yellow background. It says:

The Amazing Reason People With Personal Computers Pay Less To Get Their Carpets Cleaned Than People Without PC's In Their Homes!

Underneath that headline is a sales letter... that looks like a sales letter that explains using a website (properly) to get new customers lowers advertising costs which we here at Dumb Joe's Carpet Cleaning pass on to our customers, etc., etc., etc., blah, blah, blah, and so on.

How much should it cost you to set up this website? About $160.00 if you do it yourself and about $300.00 if you have someone else do it.

Why should you only take orders by phone at the beginning? Because, probably, you don't know how to write a really good sales letter. Few people do. Just by talking to a hundred or so of your customers or prospects will, I *guarantee* you, make your next sales letter much more effective.

What about running your lead-generator in print instead of on the 'Net? Here's the reason: The leads you get from print are going to be of much higher quality than those you get from the 'Net... and... you're going to need the highest-quality leads possible until you can write really good sales letters. Plus, the thing which will bring you closer the fastest to having a big success is, have a little success first. No matter how little either. Just doing something that makes you a true $50 profit after all expenses makes you a Player. Maybe just an "embryo" Player... but... that doesn't matter. You'll be on your way. Think about it: You're six feet tall; where you that tall all your life? Of course not. When you were born, you weren't even two feet tall. But you had to be "born" before you could grow up, didn't you? That's what I'm trying to do with you here as far as selling via computer goes. All I'm trying to do (it's a lot) at this point is...

Get You Born!

What's that? You say you already know how to write or at least recognize a good sales letter? What horseshit. I bet you couldn't recognize a good sales letter if it fell out of the sky, landed on your face and riggled. In fact, I bet you don't even know what you get if you give Viagra to a porcupine.*

Here's a test: Joe Polish sent out a mailing to promote a seminar. Unlike most of Joe's promotions, this one, for whatever reason, didn't get him enough seminar attendees. He needed emergency help. He called me. I wrote the following letter and he sent it immediately to his entire list which has a sizable percentage of Halbert fans. Read it now:

> Dear Friend,
>
> As you can see, there is a $1.00 bill attached to the top of this letter.
>
> Why? Well, my name is Gary Halbert and attaching a dollar bill to letters is a trick I've been using for years whenever I absolutely must get someone's attention.
>
> Like now.
>
> You may not know it but, in a way, you hold the key to how happy I'm going to be this

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summer.

Listen: as you probably know, Joe Polish and I have been best friends for several years. But, there is a lot of differences between us. For one thing: he's thirty and I just turned sixty.

But, you know what? In spite of that, I can still bench press more than him. I've got just as much energy as he does too. And personally, I think I'm actually sharper than him. In fact, to tell the truth, in spite of our 30-year age difference, there's only one area where he has an edge on me. And, now he doesn't even have that edge anymore. Why? I can tell you in one word:

Viagra!

So what's this got to do with you?

I'll be happy to explain. Look, you know Joe is a sharp guy... and... you know he has taught thousands of carpet cleaners how to make a ton of extra money. You know, he's a very sharp marketing guy.

But, sometimes, he gets to thinking he's better than he is. Sometimes, he actually thinks he's as good as me. We were having an argument last week and I got really pissed off so, I finally told him:

"If I wanted to, I could talk to any of your Piranha Members for just 45 minutes and, after that, they would know how to make more money in the carpet cleaning business than they could learn from you in ten years!"

"Prove it," he said.

"OK, I will," I told him, *"only this time I'm not gonna do it for free. This time you're going to have to pay."*

You see, because we are friends, I've never charged Joe for me speaking at one of his boot camps or letting him interview me or anything like that. But this time, it's going to be different... because... you know what you do if you suddenly find out you're an old man, you don't have a wife or girlfriend... and... God has just given you an endless supply of Viagra? I'll tell you what you do if you've got at least half a brain...

You Go To Rio!

That's what I'm gonna do and I'm going to sucker Joe into paying for my entire trip.

Here's the deal: I don't know if you are signed up for Joe's next boot camp or not but, you better be because here's what I'm going to do. I'm going to be at the boot camp. I'm going on last. In other words, I'm going to be the last speaker. By that time, you will have heard everything Joe has to tell you. You'll have all the handouts and all the free goodies that come with the boot camp. You will have heard all the other speakers.

Then, I'm going to take the mike and I'm going to teach you a few things you've never heard before. I'm going to reveal money-making secrets Joe Polish has never dreamed about.

He doesn't even have a clue.

And, when I'm finished, if I have made good on all this bragging, there's only thing I want

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you and all the other boot camp attendees to do. I want you to stand up, applaud, stomp your feet and start chanting:

"Rio! Rio! Rio! Rio! Rio!"

And that's when Joe will know he has lost the bet and my trip to "**Heaven For Elderly Men With Viagra**" will be at his expense!

What if I fail? I won't... but... if I do... I will literally crawl out of the room on my hands and knees with my head bowed in shame and I will give Joe all the Viagra I've got left.

I'm serious. What I'm going to reveal at Joe's next boot camp will literally change your life.

Plus, I don't ever intend to reveal these secrets at any other boot camp.

So, if you're only going to attend one more seminar in your life...

It Better Be This One!

Sincerely,

Gary Halbert

P.S. If you absolutely, positively cannot make this boot camp, then be smart enough to call Joe's office and reserve a set of the boot camp tapes. You'd be crazy not to. By the way, his phone number is **800-275-2643**.

How did that letter do? How many extra attendees did it get for Joe's seminar? Write your guess down right here and now.

My guess: _____

Now, read this next piece of writing also done by yours truly:

Stock Of Tiny Nasdaq Company Likely To Explode Upwards Because Of Just Released Story On CBS Evening News, Says GHLstockalert

Ocala, FL July 17/PRNewswire - The following statement was released today by GHLstockalert:

"Guardian Technologies International, Inc. (Nasdaq: GRDN) has shown itself to be extremely sensitive to late-breaking news, largely ignored by most investors.

"However, for any investor paying attention, overlooked small-cap stocks like this represent opportunity for breathtaking profits whenever major media networks lavish attention on the very problems they solve.

"Guardian Technologies manufactures and distributes bullet-proof vests and other 'soft-armor' products to law enforcement agencies, private security firms, U.S. military organizations, and foreign defense forces. They possess three patents on body armor, and have the much sought-after contracts for providing products to the General Services Administration of the U.S. government, all police

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departments in the Washington Metropolitan Council of Governments, the Philippine Navy, and numerous other police departments and private firms and individuals worldwide.

"Despite being one of the tiniest companies on the Nasdaq, they are still high-profile because their chairman and CEO is Oliver North, who earned notoriety as President Reagan's aide in the 1980's and now commands a wide audience as the host of a controversial talk radio show aired nationally. Regardless of your opinion of North, he knows from his 22-year stint as a U.S. Marine what it's like to be under fire (he has two Purple Hearts), and what it takes to protect a man from a hail of bullets.

"Recent bursts of activity in this stock occurred when the 'Bulletproof Vest Partnership Act of 1998' was signed into law in June (providing $75 million for state and local law enforcement to purchase much-needed body armor), and when news of Guardian's astonishing 1998 first quarter revenue increase of 200% was announced in late May. However, two current late-breaking news stories are dramatically boosting the public's awareness of the need for even private citizens to secure protection against armed criminals: (1) The announcement of the Justice Department to appeal to the Supreme Court today to keep the Secret Service from testifying overheard conversations by the President, which Justice claims will increase the risk of assassination; and (2) Last night's broadcast of the CBS Evening News with Dan Rather, which focused on the astonishing availability of deadly semi-automatic machine pistols to high-risk young criminals; who are using them with deadly frequency against ordinary citizens.

"All this translates to increased demand for Guardian's unique product line as more and more private individuals with something to lose are suddenly realizing their own need for armor. The products provided by Guardian Technologies are not outrageously expensive, and are uniquely designed to withstand direct hits from rifles, automatic pistols, and even sub-machine guns. The patented technology allows these ultra-thin life-saving body armor 'shields' to be light and comfortable to wear under normal clothes without detection.

"With these cutting-edge government-approved products, coupled with North's high visibility and ability to reach millions with his radio show, GHLstockalert believes today's news and network attention to assassination and private citizen's vulnerability is going to force investors to pay attention to Guardian. This company's recent growth and acquisitions (most notably of N/S Microwave last month which has the contract to provide security monitoring for the Goodwill Games this summer) signal a new aggressiveness of this tiny company to take immediate advantage of media coverage."

Is there any reason not invest in Guardian Technologies? "Yes," says GHLstockalert, "this is a small, speculative, volatile company that is definitely not a safe haven for your 'nest egg' money. However, if you've got what it takes to shoot for the moon once in a while, Guardian Technologies (Nasdaq: GRDN) just might give you the most exhilarating ride of your life."

Source: GHLstockalert
Contact: Eve Kincaid, GHLstockalert, 305-534-7577
Website: http://www.GHLstockalert.com

How did this one do? Did it get more people interested in Guardian's stock? How many more? Write your guess here:

My guess: _____

OK, the test is finished. Let's see how well you did.

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What was your guess to #1, the "emergency" letter I wrote to help Joe Polish get more attendees? How many more attendees did it get him? Here's the answer:

0!

Not one. Zip. Nada.

Do you know why? If you think you do, you're wrong. The reason is: You don't know. Neither do I. Remember: *"Success has a thousand fathers but failure is an orphan."*

It was a "killer" attempt. I knew when I wrote it I would hit an out-of-the-park-homerun... or... I'd strike out as completely as I do whenever I ask a pretty woman to have lunch with me.

Howzabout that release on Guardian Technologies? Did that one work? Yep. Sure did. The day before the release was issued, the stock traded 100 shares. On the day the release went out, the number of shares traded was...

540,100!

I'm gonna brag a little. (Boy, that's a surprise, isn't it?) Anyway, here's my belief: Nobody in the world knows how to research stocks like I do. Dow Jones (who publishes the *Wall Street Journal*) has done three stories on me in just the last week. When the young lady reporter came to my apartment to interview me, at first I was inclined to brush her off. Then I changed my mind. After a bit of small talk I said, *"You know what? I don't give a shit what you write about me. Come on over here and sit next to me at my computer and I'll show you how easy it is."*

Then I told her, *"First of all, this is the fastest computer in the world."* (my modem speed is 1,600,000K) *"and here's how I use it."*

She was stunned. So would you be if you could set next to me and watch me work.

Sincerely,

Gary C. Halbert

P.S. Question: Right now, I send this newsletter to you by first-class mail. Would you rather receive it by fax? If so, drop us a line with your fax number.

Or, would you rather get it by e-mail? A good idea if you have a printer. A bad idea if you don't. If you would like to get it by e-mail, drop us a line with your e-mail address.

A final thought: If you ain't going to my website and getting your silly ass signed up to be on my website mailing list, you are truly a dumb bunny.

Peace.

* Don King

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THE GARY HALBERT LETTER

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From:
West Hollywood, CA
Tuesday, 5:00 p.m.
December 29, 1998

Nov/Dec, 1998
Special Double Issue

Dear Friend & Subscriber,

Nobody ever asks me who the best copywriter in the world is anymore.

My answer is a foregone conclusion.

However, I am now often asked, *"Who is the world's second-best copywriter?"* And, although there are a handful of world-class contenders, on an all-round basis, I'd have to give the nod to my friend, John Carlton because he is at the top of the heap when it comes to being...

A Hard-Boiled, Go-Get-The-Job-Done,
Grab-Them-By-The-Throat, And
Force-Them-To-Order Copywriter!

John almost makes a fetish out of being low profile. Even though he's a world-class copywriter... and... someone who makes millions of dollars for his clients... he is NOT someone who chooses to be on the book market or seminar circuit. He's not somebody who goes out and tries to become famous. He's like a "quiet trade secret" for those few of us insiders who are privileged to know him... and... he's one

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of those people you'll rarely ever get the opportunity to hear his advice.

Like most of the best writers, John is a complex man. He loathes publicity and limelight yet, he performs on stage as a scorching lead guitarist for local bar bands as a hobby.

John scrambled from a loving, working-class home in tiny Cucamonga, California. He was the first of his tribe to attend college and he has lived all over the country working as a cartoonist, fisherman, dishwasher, novelist and executive. He's proud of his white-trash, blue-collar roots. *"We were the people you cherished as your friends and neighbors,"* John says.

He tried many different lifestyles as he was growing up. John was lucky enough to catch the heyday of Beatlemania, the emerging pop-culture of television, hippydom, the sexual revolution, Watergate, the rise of importance of Silicon Valley, Los Angeles decadence during the '80s... and... most importantly... the radical changes in advertising that came with computers, cable television, video, and the absorption of junk mail into everyday life. John's involvement with these events is critical to you being able to understand the depth of his experience and knowledge as it relates to advertising and marketing.

John has combined his degree in Psychology from UC Davis, his passion for history, his wicked sense of humor and his youth spent on the edge of Bohemia into a powerful writing talent and a "feel" for what makes people tick.

On today's mean streets of marketing, he is truly the "best-of-the-best."

His assault on the advertising world started with an old school education in direct mail. Typing on an ancient IBM

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Selectric, crafting camera-ready production work with hot wax and an x-acto knife.

Then **WHAM!** Everything he knew became obsolete as technology exploded. However, like every world-class craftsman, John stayed immersed in educating himself. He's read hundreds of books about writing and advertising. He personally sought out and learned from the great men of the industry: He went from being the high-paid, hot-shot freelancer Los Angeles agencies snuck in the back door (to write the pieces they couldn't get their staff to pull off) to writing on the inside with marketing wizards like Jay Abraham and established copywriters like Jim Rutz.

Circa 1988, I invited John to handle the big desk chores at my Hollywood office on Sunset Boulevard. During our long friendship, John has accompanied me on marketing adventures that have changed the very nature of advertising forever.

His education with me included convincing famous celebrities to humiliate themselves on camera for obscure ads... telling rooms full of millionaire executives their ideas sucked (and making them like it)... saving corporations from bankruptcy with campaigns we had to whip up overnight (and then "con" the clients into running the ads even though it ran against every fiber of their being). We put on lavish seminars where people happily paid $10,000+ just to glean a few nuggets of advice while John and I ranted and babbled and goofed off without a plan. Being enslaved to insane deadlines. Re-inventing modern advertising for cable and the Internet. We were among the very first to do infomercials, to advertise on the 'Net and make videos a marketing industry.

John's had fun, brushes with death, helped small men accumulate fortunes and watched helplessly as rich corporations came tumbling down from their own idiocy. There's no better way to learn how the world works than to

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roll up your sleeves and get filthy with experience like this. He's been stupid, smart, cursed, lucky, broke, well off, mocked, worshiped, hated and loved.

And, he's learned something from every damned minute of it.

John is a master of what I call "muscle writing." He can write a brilliant ad on any subject no matter how complex, technical or difficult. Yet, he makes each ad easy to understand. Also, he writes it in such a way, it's as impossible to stop reading as an Ian Fleming or a John D. MacDonald novel.

He can identify and relate to every type of customer... and... he can *sell* to them. In 21 years as a prolific writer, John has had a hand in selling nearly every product or service used by human beings. His accomplishments include promoting an unlikely sex manual for the conservative Rodale Press... and... John's sales letter for that manual has been unbeatable for three years... despite... constant attempts by other copywriters to write a different sales letter that will pull in a higher percentage of orders.

Another of John's achievements is his excellent promotion of a right wing financial doomsday letter. John's "Package of Paranoia" mailed successfully for seven years. (By the way, had he been hired by a liberal publisher, he would have written a sales letter from their point of view which would have worked just as well.)

Then, there's the dozens of how-to-fight videos from real-life street fighters and Navy SEALS... which... has earned millions from a tiny, miniscule niche market.

Plus reams of other ads and letters written for shrinks, people looking for mates, new computer products, chiropractors, diet programs, precious metal investing, fund

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raisers and personal letters which have motivated people to change their lives.

When John's ads run in magazines (which often fill three pages of copy) the entire look of the publication quickly changes as other advertisers catch on... and... begin to imitate... his hard-hitting writing style that is so effective at raking in profits.

His direct mail sales letters have long been used all over the world as study guides for other writers. In fact, many copywriters (including me) secretly come to John for marketing help with their projects. You see, John has a soft spot for helping people... because... no one helped him when he was struggling in the early years. Once I heard this remark from John:

"It's amazing how people can so readily crush someone's dreams."

So true and to the point.

But, as John also remarked, *"The lesson is, don't look for anyone to cheer your success until after you've arrived. Trust only those who believed in you when things were tough. They are the gems who will brighten your life."*

College-educated, street-trained, honed by years of intense work in the trenches, John Carlton has quietly earned his place as one of the best copywriters on the planet. While his demand for privacy keeps him out of the limelight, in 1998 alone, he turned down over $300,000 worth of jobs from well-known marketers. He prefers to work with a handful of private clients, though on occasion, he will take on new work.

He Is Truly A Man
Who *Cherishes* His Laziness!

His fees have caused un-initiated clients to choke...

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but... the results of his ads and mailing packages often rake in multi-millions in profits for his clients.

So what? Why should you care about all this? How does all this fit into a newsletter you read because you want to suck more fungolas out of the world for your own evil purposes?

You'll soon find out. But, first, I have to tell you a little about another of my friends, Joe Polish.

Joe is 30 years old. He had a difficult childhood surrounded by dysfunctional, drug-addicted, impoverished people. By sheer force of will, he overcame all that and enrolled in New Mexico State College in 1986. He worked various odd jobs until he finished college in 1989. Then, he returned to Phoenix and opened a carpet cleaning business. For two years he floundered, barely keeping the business alive. Then, in 1992, he read one of my newsletters. It was, I think, the one about the "Halbert Index." He started using some of my marketing techniques and turned his business around.

Later, he began to study other marketing gurus like Dan Kennedy and Jay Abraham and his business grew even more.

In 1994, Joe formed Polish & Burke which rapidly morphed into Piranha Marketing with a mission to teach other carpet cleaners the marketing secrets he had learned.

Piranha Marketing did 1/4 million the first year, 1/2 million the second and is now pulling in over a million per year... and... still growing.

One of the deals he offers his subscribers is membership in his "Tape-Of-The-Month Club." This is where he interviews a different expert every month on some aspect of business or marketing.

It quickly became apparent these tapes were not only

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valuable to carpet cleaners but... *to anyone*... interested in increasing their bottom-line.

Joe's interviewed me, Dan Kennedy, Michael Gerber and a couple dozen other people and the wisdom on these tapes is invaluable. It costs $18.53 per month to be a member of Joe's Tape-Of-The-Month Club... for which... you get the tape of his current interview... as well as... the written transcript.

Well, recently, Joe interviewed my friend John Carlton... and... it is the most electric and revealing interview (even better than his interview with me) Joe has ever done. In fact, John was pouring forth so much valuable info... that... for the first time... Joe's tape of the month consisted of two tapes... and... you ought to listen to those tapes.

When *I* listened to them, I was reminded of our exciting times together when John and I were working feverishly on **"Operation Moneysuck"** which is a concept John explains brilliantly on the tapes. John also gets into...

- ☒ Why you should think of yourself as a "sales detective" instead of just a copywriter...
- ☒ How to identify the *real* hot buttons which make people buy...
- ☒ His work strategies that let him turn out killer sales letters and ads time-after-time...
- ☒ How you start writing copy by "circling the desk..."
- ☒ How he created a sensational "sex book

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ad" for the conservative Rodale Press...

- ☒ How he created the "amazing, one-legged golfer" package...
- ☒ His "human computer" stock wizard package...
- ☒ How to use the "shortcut" of endorsed mailings...
- ☒ How to create headlines that go straight for the jugular...
- ☒ The power of the blow-up photo of the microscopic dust mite...
- ☒ How to create sales by pissing off your customers...
- ☒ His "lipstick-on-the-collar" concept...
- ☒ How mega-power guarantees pump up sales...
- ☒ What kind of free presents you should be giving your customers...
- ☒ Why his headlines are so long...
- ☒ Why having a "swipe file" is essential...
- ☒ Why you need to reach for the outrageous limits of every emotion including guilt, outrage, fear, greed and suspicion.

I'm gonna stop now. There's *so much* on these tapes, I could spend another couple of hours trying to describe them all to you. You <u>need</u> to listen to these and...

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I've Arranged For You To
Have A "Free Listen" To Them!

What you do is, you call Joe Polish's office **(1-800-275-2643)** and sign up for his Tape-Of-The-Month Club. Tell the office you're one of my subscribers and they will immediately send you the two tapes of Joe's interview with John Carlton. These are yours to keep... no matter what.

After you listen to this interview, if you don't want any more of the tapes of Joe's monthly interviews, simply call his office and tell them you want to un-sign-up. (I just made up that word.) If you do that, they won't send you any more tapes... but... you still get to keep the tapes of John's interview... and... you won't be out a single dime.

Another thing: If I were you... and... I had a need for a serious, *world-class* copywriter, I'd *try* to get John Carlton. You can e-mail him at...

cucarifa@aol.com

Now listen: Neither John nor Joe have any idea I'm writing this. I don't get a penny in commissions if you join Joe's Tape-Of-The-Month Club. I am making a strong recommendation here with no financial motive whatsoever. I want you to have the tapes of Joe's interview with John simply because...

They Are So Damn Good!

So there.

By the way, in case you're out of the country and can't call Piranha Marketing's 800 number, the direct line is...

1-602-858-0008

Onward.

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Back in the late '60s, I read a novel. I can't remember the title but, I'll never forget though the story. It was about one college professor who was jealous of another professor who had become rich and famous by writing a series of "how-to-become-a-success" type books.

The first professor decided he would discredit the second guy. His plan was, he would read one of the self-help books, follow its instructions to the letter... and then... since he knew none of these instructions would actually work... he would write a book exposing the "how-to" book author as a fraud.

So, he read one of the books, followed all the instructions... and... unfortunately for him...

His Life Started
Getting Better!

- Setting goals did work.
- Keeping a positive mental attitude did work.
- Visualizing himself as the improved self he desired to be did work.
- Planning his work and working his plan did work.

Etc., etc., etc.

Ain't that a bitch? What's the world coming to? You set out to discredit a man and then discover his advice is actually helping you!

Anyway, I've got another book in front of me now titled, *If I Knew Then What I Know Now*. In this book, CEO's and

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other smart executives share wisdom they wish they'd been told 25 years ago. It's pretty good. Here's one very short observation from page 144 by a columnist named Whit Hobbs:

> ***"Success is waking up in the morning, whoever you are, however old or young, and bounding out of bed because there's something out there that you love to do, that you believe in, that you're good at -- something that's bigger than you are, and you can't hardly wait to get at it again today."***

What a great observation.

Listen: I'll tell you something: I teach people all about how to do a mathematical, marketing regression analysis, how to access Nasdaq Level II quotes, how to massage complex statistics, how to create engineered reciprocity, how to profitably navigate the Internet with their PC's, and an endless variety of other complex, highly-technical shit.

But you know what? The really important wisdom... the stuff which will *really* change your life... is simple. In fact, it's so simple, it could rightly be considered downright corny.

I've been thinking: What if I were on my death bed? What if I had only a few minutes left? What if God told me to use those last few minutes to tell someone the single most important thing I knew? What if it had to be the one thing... that... in my opinion... would enhance their life more than anything else I could ever tell them?

What would it be? Something about love? Loyalty? Marketing or perhaps spirituality? Exercise, study habits, nutrition, fitness, relationships? WHAT?

Nope. It wouldn't be any of that stuff. If it could only be one thing, here is what I would teach you:

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How You Should Start Every Day For The Rest Of Your Life!

1. Set your alarm clock to go off 10 minutes earlier than usual.
2. The first thing, after you get up, is to immediately remake your bed.
3. Go to the kitchen, pour yourself a glass of water and drink it all.
4. Go to the bathroom, take care of "business," brush your teeth, wash the sleep out of your face and eyes and brush and comb your hair.
5. Next, put on some exercise clothes like sweatpants, a sweatshirt and sneakers.
6. Leave the house immediately and take a 20-minute walk.
7. As soon as you get back, woof down a nutritionally-dense protein drink made by mixing the contents of a packet of Myoplex, Met-RX or Lean Body with eight ounces of fat-free milk and a banana.
8. Scarf down a packet of vitamins and minerals like Dr. Julian Whitaker's "FORWARD PLUS."
9. Take a shower.
10. Dress in fresh, crisp clothes and go about your day.

Pretty simple stuff, isn't it? But, I'll tell you this: If

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you will do this every day in 1999, it will create a more positive change in your life than anything else you can do.

This regiment, although simple on the surface, has profound and somewhat complex and far-reaching psychological ramifications.

May I explain?

Thank you.

1. Set your alarm to go off 10 minutes earlier than usual. By getting a 10-minute earlier start, you tend to remove the "urgency" many of us experience as soon as we wake up. You'll feel less harried, less hurried and a bit more peaceful.

2. The first thing, after you get up, is to immediately remake your bed. If you don't do this, you will be starting your day... instantly... creating an "undone chore" which will nag at the back of your mind for the rest of the day. If you do do this, you will start the day without having added a single, niggling little thing to your "to do" list.

3. Go to the kitchen, pour yourself a glass of water and drink it all. You do NOT drink enough water. Nobody in America does. Water is the elixir of elixirs. It flushes toxins out of your body, provides an environment which lets your electrolytes and all other aspects of your biochemistry function at maximum efficiency.

4. Go to the bathroom, take care of "business," brush your teeth, wash the sleep out of your face and eyes and brush and comb your hair. You're getting ready for battle: The battle to have a good day. Doing all the above will wake you up a little, freshen you up a bit and "set-you-up" to get going.

5. Next, put on some exercise clothes like sweatpants, a

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sweatshirt and sneakers. Make this a ritual. You are dressing for battle: An assault on the forces of negativism.

6. **Leave the house immediately and take a 20-minute walk.** You're outside, you're breathing fresh air, you're getting your circulation going, you're becoming more mentally alert. Some of the fog begins to lift from your mind. You begin to notice your environment, see the colors of the fall foliage, the bloom of a spring flower, the dew on the grass on a summer morning, the untrodden snow in mid-winter. NOTE: This is NOT exercise. This is a loosening up; a "defogging" of your mind and allowing your body to gently warm up for its daily tasks.

7. **As soon as you get back, woof down a nutritionally-dense protein drink made by mixing the contents of a packet of Myoplex, Met-RX or Lean Body with eight ounces of fat-free milk and a banana.** This will infuse your body with nearly all the vitamins, minerals, electrolytes, and other good stuff to help your body and mind function at peak throughout the day.

8. **Scarf down a packet of vitamins and minerals like Dr. Julian Whitaker's "FORWARD PLUS."** More insurance you're getting the minimum (at least) ingredients your body needs to run efficiently.

9. **Take a shower.** Part of the ritual of getting ready to battle the day.

10. **Dress in fresh, crisp clothes and go about your day.** Ritual completed. You're loosened up, oxygenated, clean, crisp, nourished, starting your day with no added baggage.

Is this the perfect way to start a day? No, but it's a

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very good way. Maybe someday, after your 20-minute walk, you'll extend it to some power-walking, a jog or a run. After your roadwork, maybe you'll pump a little iron.

But, that's for the future. Maybe. Don't think about it now. Just give the above routine a shot for seven weeks and I guarantee your life will be better. Much better. It may sound funny and incredibly simplistic but, that's the advice I'd give you if I could only give you one piece of advice. It's based on years of exhaustive personal research on my part... that proves... the best way to get a good day started is to...

Get Up And
Get *Going!*

Here's a few odds and ends: My Viagra research in Brazil went very well. There's only a handful of Americans in Rio and they are not particularly eager to encourage other Americans to go there. Neither am I.

There's a website I think some of you (certainly not all of you) should visit. It's **www.realdoll.com**. These people make synthetic women. Not blow-up dolls, but rather, these things are extremely realistic, "real" fake women. Howard Stern had one on his show. They sell for $6,000+ and the shipping cost alone is $700.00. These dealybops are so realistic, they've got me thinking: If this is available now...

Just Think What You'll
Be Able To Buy Five
Years From Now!

Still pining for your ex-wife? Send in a photo of her and an audio tape of her voice and they'll make a new and improved, more "user friendly" version of her for you.

Fantasizing about Claudia Schiffer, Pamela Lee or the

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current Playmate of the month? Custom-order her from someplace like **www.realdoll.com** five years from now and I bet they'll replicate her for you complete with programming so she will respond only to your voice with the type of moaning and groaning you want to hear: *"Oh baby, you're so big!"* Or, *"Oh, my God! It's never been like this for me before!"*

Real relationships are rapidly reaching redundancy. Why put up with a whining bitching mate when you can have all the good stuff with none of the bad?

WARNING: This is an X-rated website. So don't go there if you will be offended. On the other hand, if you do visit the site, be sure to check out the FAQ's (Frequently Asked Questions).

You know, the truth is, pornography is often at the forefront of technology. The real reason I want you to visit this site is not to get some libidinous thrill. The real reason is, of all the sites I've seen on the 'Net, this is the one that has most amazed me.

You'll see.

Sincerely,

Gary C. Halbert

P.S. God bless you and MERRY CHRISTMAS and HAPPY HANUKKAH! Take care of yourself. Be safe during the holidays and have a joyous New Year.

As ever, Peace.

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THE GARY HALBERT LETTER

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From:
South of Jewfish Creek
Sunday, 12:11 p.m.
Jauary 31, 1999

Dear Friend & Subscriber,

I have been publishing a website (www.ghlstockalert.com) for seven months. On this website I give investment advice and I sometimes write about stocks which I think are ready to skyrocket in price.

So far, I have written about 12 different stocks... and... every single one of them made a dramatic jump in price. The smallest increase from the time I wrote about a stock until the price of that stock reached its highest point was 42%.

The very best pick I ever made was a stock that increased in value by 350%!

Here, just for the record, are all of my 12 stock picks (arranged in alphabetical order) and what happened to the price of those stocks after they became one of my selections:

Name Of Company	**Ticker Symbol**	**Price Movement**
American Biogenetic	**MABXA**	***up 52%!***
Anergen	**ANRG**	***up 100%!***
Biomerica	**BMRA**	***up 179%!***
Endocare	**ENDO**	***up 159%!***
Genta	**GNTA**	***up 233%!***
Guardian Technologies	**GRDN**	***up 154%!***
HyperMedia Communications	**HYPR**	***up 350%!***
Neuromedical Systems	**NSIX**	***up 100%!***

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n-Vision	**NVSN**	***up 100%!***
Semiconductor Laser	**SLIC**	***up 50%!***
Swissray International	**SRMI**	***up 44%!***
Vasomedical	**VASO**	***up 42%!***

However, recent visitors to my website have been disappointed. Why? Simply because it's been quite some time since I've written a new story about a stock I think is going to skyrocket in price.

Is it because I can't find a new stock I like?

No.

Is it because I have lost interest in the stock market?

No.

Is it because I have decided to retire and spend all my time fishing and scuba diving down here in the Florida Keys?

No, not that either. The real reason is...

I Have Been Too Busy *Trading* Stocks
To Take Time Out To *Write* About Them!

Listen: I have discovered and perfected a stock-trading system that lets me make from 5 to 15 trades every day the market is open. My trading system is almost automatic. It works like a Swiss watch. It is, I believe, the most unusual... and... *the most profitable trading system ever developed in human history!*

It Is Based
On Two Simple
Core Truths About
The Stock Market

1. Unexpected good news about a publicly-traded company... will usually... cause the price of that company's stock to jump up like crazy!

2. That good news... will not... make the price of that stock *stay* up!

Let's put your imagination to work. I want you to imagine you and I walk into a huge room where there are about 10,000 other people. There's a guy on stage who says he has some very

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important, late-breaking news about a publicly-traded company.

He says he has Xeroxed 10,000 copies of a news release which explains this new development. He has all 10,000 people in that room form a single line. Then, he starts walking down the line passing out copies of the news release. Now, let's say I've got some "pull" and I arrange for you to be right at the front of that long line. You are *the very first person...* to get that release!

You look at the release and the headline says something like this:

FDA Grants Approval For
Celeron To Market
New Anti-Cancer Drug!

Wow! That sounds like good news for Celeron, doesn't it? You read the first couple of paragraphs and discover the ticker symbol of Celeron is CLER.

You pull your cell phone out of your pocket, call your stock broker and tell him to immediately buy 1,000 shares of CLER. While you are doing this, other things are happening in that room. The guy with the news releases is still passing them out... and... the people who get that press release are reacting in different ways:

- Some of the people are reacting very promptly to the news in that release just like you did.
- Some people are calling their stock broker and asking his opinion (what a joke *that* is!) of the company written about in the news release.
- Some people crumple up the news release and throw it away.
- Some people fire up their laptop computers and go online and start researching the company.
- Some of the people in that line are reporters and go off to write a story (based on the facts in that news release) which will appear on the TV evening news... or... tomorrow's newspaper.
- Some of the people have to go to another appointment... so... they put the release in their briefcase and take it with them so they can read it later that evening.

However, no matter what, the news contained in that release will begin to affect the price of the stock...

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In Minutes!

OK, let's say 30 minutes have gone by. You check what's happening to the price of that stock... and... *it's going up like a rocket!*

What do you do? It's simple: You keep riding that stock up and sell out your position about 10 to 20 minutes later.

What happens next? The answer is simple: I take you across the hall to *another* big room that is jam-packed with *another* 10,000 people. There's *another* guy getting ready to pass a news release about *another* publicly-traded company.

Once again, everybody has to line up single file in a very long line.

Once again, I use my "pull" and I take you to the very front of the line.

Once again, you read the release, immediately buy shares in the company written up in the release. And, once again, you sell and cash in... *in less than an hour!*

Over and over and over.

Up To 15 Times Per Day!

But wait! What if, when you check the price of the stock 30 minutes after you bought it... the stock is trending down?

What do you do? Simple: You sell out your position immediately... and... you keep your loss down to a microscopic level.

There's one more thing that could happen. Let's say your stock keeps trading at more or less the same price it was when you bought it... and then... it goes up like a rocket!

Is this a win for you? No. Not with my system. With my system...

If The Stock Isn't
Going Up 30 Minutes
After The News Comes Out...
You Dump It!

Sounds pretty simple, doesn't it? Yes, it is... if...you know *all* the details.

First, you have to know <u>where</u> to get the news. If you are getting your news from the *Wall Street Journal, Barron's, Dow-Jones Newswire, Bloomberg*... or... from 99.99% of the news services on the Internet... *I feel sorry for you!* You see... you are aren't reading news...

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You Are Reading *History!*

The first thing you have to know is where to get news that is... *just breaking*... and... 99.9% of all stock market buyers (and brokers)... *don't have a clue!*

Next, you have to know how to tell... if... the news you are reading will make the price of a stock jump or not.

That's where I shine. I'm not a stock market guy. I'm not a registered investment advisor. I'm not a broker. However...

I Am The Most Effective And Expensive Copywriter In The World!

I wrote the most widely mailed sales letter in history. It revealed how you could purchase (from my company Halbert's Inc.) a copy of your family crest and the history of your last name. Ever hear of that letter? More than 600,000,000 of them have been mailed and it's still going strong. The company that eventually bought me out, was sold last year for 90 million dollars... and... I know about someone who is willing to buy that company... now... at an even higher price.

All of which tends to depress me a little since, I sold out years ago.

Oh well. Ever hear of Tova and Ernest Borgnine? They have a multi-million dollar cosmetic company... and... it was my advertising that took their company from $20,000 per month... to more than 12 million per year... *almost overnight!*

Nancy Quan? The Oscar winning actress? I did the advertising campaign for her "Pearl Cream" product that appeared on TV for six years.

I could go on and on. I think it is safe to say I have created more successful advertising than anyone in history. My monthly newsletter (cleverly called *The Gary Halbert Letter)* has been in continuous publication for more than 12 years. It is read in 50 countries. I have more than 3,000 fan letters and testimonials from people like Chase Revel (the creator of *Entrepreneur* magazine)... Robert Allen, best-selling author of *Nothing Down* (the best-selling real estate book of all time)... Larry Williams (the world-famous commodity trader)... David Ogilvy (found of Ogilvy and Mathers)... and... countless others.

Articles have been written about me by *Dow-Jones, Nation's Business*, and dozens of other publications... plus... dozens of books. There was even an article about me in the *National Enquirer* with a photograph of me standing in front of my Rolls Royce.

My friends teased me a lot about that one.

Okay, So What?

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Here's what: I don't study the market; I study *people*. I am the best in the world at writing "stories" which will make people buy.

And you know what else? I am the best in the world... at *reading* stories (news releases)... and... telling *almost exactly*... how those stories will affect the price of an individual stock.

More: I have also made it my business to find out how to buy and sell stocks in the fastest way humanly possible. Much faster than you can make a trade with a regular stock broker... or... a "so-called" online broker. When you use an online broker, 90% of the time, you are not just online... you are *in line!* You know how long it takes me to make a trade?

Less Than One Second!

And you know what else? Even your stock broker doesn't know how to do *that.* Even if he did know, he wouldn't tell you. Know this: Stock brokers don't know *anything* about how to make money in the stock market. If they did, they wouldn't be brokers. *They'd be traders!* Stock brokers are <u>not</u> experts in stocks...

They Are Salesmen!

One more thing: Sometimes a hot story comes out before the market opens... or after... it closes. What then? Well, a lot of time... when that happens... the stock jumps up in price... even before... the opening bell. Let's say a stock closes at $10.00. Then, at 8:00 p.m. a hot story comes out... and... by 9:30 a.m. the next day (when the market opens) the stock is *already* selling for $15.00. Is there anyway to beat this scenario? *You bet there is!* With my system...

You Can Trade Stocks
45 Minutes Before The
Market Even Opens!

Hey, why don't you ask your broker how you can do this? Go ahead. I dare you. You see, I already know what he'll say. It will either be, *"That's not true,"*... or... *"Duh?"*

Listen: There's much more to my trading system which I am leaving out. I'm leaving that stuff out *deliberately.* I've got stock trading "tricks" and secrets that will blow your mind.

So, should you hire me to teach you this system?

Probably not.

You see, almost everyone I teach this system makes money. *That's because my system just plain works!* But, it's more than that. I am very selective about the people I teach. I turn down way more people than I accept. That's because most people are "wired to lose." They trade with "scared money." They take way too long to make a decision. They can't focus. Here are three things you <u>must</u> have... if... you want to make huge profits by using my system:

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1. **MONEY:** I charge $3,700 (payable in advance) to teach this system. Over and above that, you need *at least* $5,000 (or more) to begin trading with.

   Not only that, I don't want to train you if you have to "scrape" the money together. If you've got to max out your credit cards, borrow the money from your brother-in-law or anything like that, you will be trading with "scared money" and...

Scared Money
Can't Win!

2. **TIME:** You've got to have at least 90 minutes every day you can use to focus *exclusively* to reading news stories and making trades... and...

3. **THE ABILITY TO MAKE A FAST DECISION:** Want to read the companies' balance sheets? Want to see one of their glossy brochures? Want to call a friend or a broker and ask what they think about the stock you just read about?

You're Out!

With my system, you've got to be fast, focused and fearless.

Well, that's about it. If you've got the right stuff, I can teach you something that will give you financial freedom for the rest of your life. You won't need any employees. (One of my companies had 700 of them and it made me crazy.) Actually, you won't need an office, a partner, a factory, a product, or anything else that makes your life heavy. You can use this system and make thousands of dollars from any location on earth. Add it all up and it spells...

F R E E D O M !

Now, let's discuss something very important: How can you determine if I am absolutely right about all this or not? Could it be I have made some kind of mistake when I try and convince you I have honestly figured out how to beat the stock market?

I've thought about this a lot and, here is what I've decided to do: I'm <u>not</u> going to take credit card orders. I will <u>only</u> accept payment by check... and... I am going to *insist*... you postdate your check for 30-days in advance.

As soon as I receive your check, I will *immediately* contact you and start teaching you how to use my system. I'll have you up and running and making profitable trades in about 10 days.

After that, you've still got 2-1/2 more weeks... *before I can even cash your check*... to use the system and see for yourself if it really works as good as I say it does.

If it doesn't, you can simply stop payment on your check or, call me... and... I will be happy to send back your *uncashed* check. This way...

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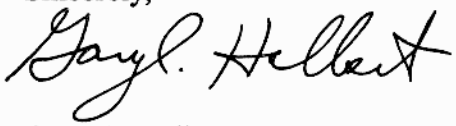
(go to page 8)

There's Simply No Way You Can Lose!

Sincerely,



Gary C. Halbert

P.S. By the way, if all this sounds good to you and, you've decided to accept my offer... I would like to speak with you personally for a few minutes... *before*... you place your order.

As I said earlier, I am very selective about the people I choose to teach. I have a pretty good "feel" about whether or not a person should get involved with the stock market. A lot of people should not. It's not just a matter of intelligence either. A lot of very smart people just don't have the aptitude and "mindset" to be a successful trader.

If I think that's true about you, I'll be honest with you about it. It's nothing to be ashamed of. *Nobody* is good at *everything*.

You know, I've always wanted to play the guitar. I've taken lessons at three different times in my life. And guess what? *I still can't play a single note!*

Does that make me a bad person? No. All it means is I don't have any musical talent.

Anyway, let's get to the bottom-line. Listen: I only have one employee (that's much better than having 700) and her name is Theresa. She's been with me for nine years and, if you are *sincerely* interested in my offer, give her a call and she'll set up a time for you and I to talk on the phone for about 15 minutes.

That's all there is to it. Our telephone number is...

1-305-534-7577

P.S.#2 There *is* one more little detail. My stock trading system is *so good*... that... if we end up working together... and... you use it *exactly* the way I teach you... you will make *huge* profits... or...

I Will Give You
***Double* Your Money Back!**

That's right. The stocks I invest in make gains from 10%, 20%, 40%... all the way up to 350%! Plus, they do this in an incredibly short period of time. *This is for real.*

So, please call if you're interested. Remember, that's Theresa at (305) 534-7577.

Thank you.

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THE GARY HALBERT LETTER

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3101 S.W. 34TH AVE.
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PHONE
(305) 534-7577

FAX
(352) 861-1665

From:
South of Jewfish Creek
Sunday, 7:08 p.m.
February 28, 1999

Dear Friend & Subscriber,

Here is a curious story.

He was a smallish man, an Orthodox Jew from Canada and a licensed pharmacist with not one but two degrees certifying he was indeed licensed to dispense pharmaceuticals.

When I first met him, he told me he was looking for the best copywriter in the world because he wanted to publish a state-of-the-art health newsletter. He asked me for references.(which rather amused me). Because I was in a pleasant mood, I actually gave him the names of a couple dozen people he could talk with if he wanted to check me out. I was further amused by the fact he called every one of these people plus several others whose names I had not given him. Finally, after all this research, he concluded I would be a good people to hire to do a copywriting job for him.

Although he is a licensed pharmacist (as I said "doubly" licensed) he has never written a prescription in his life. He believes prescription drugs cause far more maladies than they alleviate. After much brainstorming, I convinced him a state-of-the-art health newsletter would give info not only on alternative therapies and medicines... but also... on conventional treatments and medicines whenever they indeed proved to be the best option for a particular affliction.

I told him the best name for his newsletter would simply be *The Josh Abraham Letter* and assured him I would do the best job I possibly could to make this endeavor a success. Since there was not an urgent deadline, I was able to put four months of thinking into the creation of this promo and I would like to share with you here the beginning of the sales letter I wrote for him.

How To Live To Be 110... And... Still Remember Where You Left Your Car Keys!

From:
Josh Abraham
3011 Shannon St.
Santa Ana, CA 92704

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Dear Friend,

As you can see, I have attached a real, live U.S. penny to the top of this letter. Why have I done this? Actually, there are two reasons:

1. I have something very important to tell you and I needed some way to make sure this letter would catch your attention.

2. And secondly, since what I'm writing about can save you money (a *lot* of money) I thought using a penny as a little "eye-catcher" was a good idea.

Anyway, here is what it's all about: In the next few days, I am (with your permission) going to send you a free copy of a report I have written titled:

How To Have A Photographic Memory... At Any Age!

Did you ever walk into another room to get something... and then... forget what the heck it was you wanted to get? Have you ever been held up when you wanted to go someplace because, you couldn't remember where you left your car keys? Have you ever been talking to a friend and, right in the middle of a sentence, you completely "blanked-out" on the point you wanted to make?

Don't worry. You don't have Alzheimer's. Chances are, there's nothing seriously wrong with you. All you need is a simple little pill the drug companies don't want you to know about. You can get it without a prescription, it doesn't have any side effects whatsoever... and... tests prove it is *(by far) the most potent treatment in the world for memory enhancement!*

I'll tell you more about this remarkable discovery in a minute. But first, I want to tell you a secret about myself. My name is Josh Abraham. I am a licensed pharmacist. In fact, I'm licensed to practice pharmacy in both the United States and Canada. I received my Bachelor of Science in Pharmacy from Long Island University in New York in 1988. Not only that, since 1994, I've been Executive Vice President of Regulatory Affairs for Stella Pharmaceutical Co., Ltd. I could tell you all about my other diplomas and certificates but, I'm not going to bother. You see, here is my secret...

I Have Never Filled
A Prescription In My Life!

Why? The answer is simple: I have learned, in the United States alone, more than 100,000 people die every year... *because of the drugs their doctors prescribed for them!*

Plus, many prescription drugs do more harm than good... and... most of the time, there are natural remedies which are much cheaper, have no side effects, and work ten times better. That's a funny thing to hear from a guy who spent a small fortune and years of his life to become a pharmacist, isn't it?

I can't help it: I just can't fill a prescription (even though an M.D. authorized it) for a drug I know is not good for someone... especially when there are so many better alternatives. Let me give you an example: If you're over 40, you've probably experienced minor memory lapses that irritate you. If you're over 50, maybe it's gotten to the point where you're a little concerned about it.

Well, you don't need a prescription. What you really need is something you can get in a health food store with the scientific name "pregnenolone". This is a potent *neurohormone* that, once inside your brain, actually *activates* the neuroreceptors necessary for an effective memory. In animal studies, pregnenolone has proven to be 100 times more potent than anything else ever tested to improve memory.

And, guess what? *When tested on humans, the results were similar!* And, humans not only experience dramatic improvement in their memory... but also... a significant increase in concentration, an elevation in mood, and a reduction in mental fatigue.

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Also exciting is the fact, when humans use pregnenolone with certain other vitamins and minerals... there is... *a dramatic increase in median I.Q. levels!*

However, you must take the right kind of pregnenolone (it's sold under different brand names), the right amount... plus... you need to learn all about the other non-toxic, no-side-effect agents that can virtually magnify your memory.

I can't tell you everything you need to know in this letter. It would take up too much space. That's why I have written ***How To Have A Photographic Memory... At Any Age*** which is an easy-to-read report... *(written in plain English)*... that will change your life. Why am I willing to send you this report... and... why am I willing to send it to you FREE? The answer is simple: It's a bribe! It's what I call an ethical bribe to get you to try a trial subscription to my highly-regarded health newsletter called ***The Josh Abraham Letter***.

Here's the deal: If you will agree to a trial subscription to ***The Josh Abraham Letter***, I will send you the report I have just described... and... I will send it to you FREE! Plus, to make it even better, if you are not happy with my newsletter, *I won't even ask you to pay for it...* AND... *you still get to keep the free report!*

But wait! I want to "encourage" you even further. You see, once you read just one issue of my newsletter (any issue) I am so certain you will want to keep getting it every month. Therefore, I have decided to go all out... and... send you 10 *more* free reports you also get to keep even if you decide to cancel your subscription.

Free Report #2: How To Stop, Reverse, And Prevent Heart Disease Now And Forever!

Etc., etc. etc.

I'd like to stop here and make a few comments on what you have just read: First, the headline is jam packed with subtle, compelling psychology. The opening words *"How To Live To Be 110"* reflect a goal all of our target audience would like to achieve. The length of time I chose to feature in that headline (110 years) is an exciting goal and yet, thanks to many modern medical discoveries, it is also a *believable* goal.

The next three words *"And Still Remember"* implant the thought that, even at 110, our reader will not be humiliated and crippled by faulty mental functioning. The final words of the headline, *"Where You Left Your Car Keys"* not only illustrates triumph over our most common mental lapse, it also imparts the idea we will still be physically active enough to drive a car.

You'll notice this is what I call a "penny letter" because it calls for a penny to be attached to the first page of the sales letter as an "eye-grabber." Penny letters are a pain in the ass. However, if all other parts of the promotion are created with exceptional skill, the penny always gives a significant "edge" to the probability of the sales letter being a profitable success.

The full version of this sales letter goes on to promise the reader ten more "bribes." Thus, in addition to being what I call a penny letter, it can also be described as one of Halbert's trademark "bribe" letters. The use of this combination gives you more a chance of success than any other sales letter format of which I am aware.

I'm not going to reprint the entire sales letter here (it is copy intensive and 8-pages long) but, I would like to share with you some of the brilliant bullets featured in it. This is just a small sampling of the approximate 80 bullets created for this sales letter.

- **How to use ordinary postage stamps to find out whether a man having erection problems has a physical problem or a psychological problem... and... how to**

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restore full sexual potency in less than 3-days!

- One very common (so-called "safe") surgery that *increases* the chance of getting prostate cancer by 300%!
- How to spot the early warning signs of Alzheimer's!
- Why staying <u>out</u> of the sun... *increases* your risk of getting skin cancer!
- **Why people in New Mexico have only 1/2 the risk of getting cancer... as... people who live in Connecticut!**
- **A secret your doctor will never tell you about that... *guarantees*... you will recover as fast as possible after <u>any</u> surgery!**
- Why Japanese women have almost no menopausal symptoms!
- How the color of the clothing you wear affects your energy level!
- A non-prescription agent that breaks up fat in your bloodstream and flushes it out of your body!
- **Does shampoo cause Alzheimer's?**
- **Why the "by-pass surgery industry" would shut down tomorrow... if... everybody knew the truth!**
- **How to "signal" your fat cells to shed all your excess weight!**
- How many men ("in-the-know") have cured their enlarged prostate in two months and cancelled their surgery!
- **How to triple your sexual performance if you are over 40!**
- How you can actually grow *fresh* neurotransmitters in your brain!
- **A non-prescription antidote for anxiety that would put Prozac out of business... if... the American public ever found out about it!**

Hey, ain't those some bitchin' bullets?

Okay, now here's the close of the letter:

I could go on and on. What you have just read is only a small sample of the exciting information you will get when you subscribe to ***The Josh Abraham Letter***. You <u>need</u> this kind of hard-nosed information. It is <u>not</u> a luxury. If you truly want to live to a ripe old age (and stay healthy and youthful at the same time) then the information I am offering you is CRITICAL!

And, please don't forget, when you subscribe to ***The Josh Abraham Letter***, you'll get all 11 of those valuable free reports (mentioned earlier in this letter) *plus* your iron-clad guarantee. What I mean is this: If you are <u>ever</u> dissatisfied with ***The Josh Abraham Letter*** for any reason whatsoever (or even no reason at all) just write and

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say you want to cancel and you will immediately receive a full refund on all unmailed issues... with no questions asked.

Plus... You Still Get To Keep
All 11 Of The FREE Reports!

How much is your subscription to ***The Josh Abraham Letter***? Actually, compared to what you get, it's a lot less than you'd expect. When you read the order form enclosed, I am sure you are going to be very pleasantly surprised at our low subscription price. Not only that, we ask you *postdate* your check a full 31-days ahead. That way, if you decide to cancel your subscription, we will immediately send back your *uncashed* check. (By the way, if you chose to pay by credit card, you should also know we will not process your credit card payment for 31-days either.)

May your life be filled with love, joy, happiness... and a new improved memory!

Sincerely,

Josh Abraham
Editor

P.S. Do not forget to *postdate* your check a full month in advance... or... if you are paying by credit card, to remember we will not process your credit card payment for a full 31-days. Also, I have enclosed a self-addressed reply envelope for your convenience.

Thank you.

A few words about the offer: You'll notice it asked people to postdate their checks 31-days ahead or, if they are paying by credit card, the letter promises the credit card payment will not be processed for 31-days. Allowing people to postdate their check a month in advance and/or promising not to process their credit card payment for a month is... just like attaching a penny to the first page of the sales letter... a royal pain in the ass. However, virtually everyone who ever tests this kind of offer finds it to be so much more profitable than the traditional "pay-for-it-right-now-and-I'll-send-your-money-back-if-you're-not-happy" offer. The extra logistical effort it requires is irritating as a six pack of inflamed hemorrhoids but, it still pencils out to produce enough extra profit to nearly always be worth the aggravation.

Not only did I create the sales letter for this project, I also created a "stick letter" calculated to dramatically increase the profitability of this promotion. This stick letter is, I think, a particularly good one and I believe it would be of considerable value for me to allow you to read it. So, without further ado, here it is:

Dear Mr. Everett,

As you can see, I have attached a nice, crisp $1 bill to the top of this letter. Why have I done this? Actually, there are two reasons:

1. I have something very important to say to you and I needed some way to make sure this letter would catch your attention!

2. And secondly, for reasons I will explain in a moment, I wanted you to

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experience, as you opened this letter... *the totally unique thrill...* of receiving money in the mail from a completely unexpected source!

First things first. Mr. Everett, what is it I have to say to you that is so all-fired important? Simply this...

Thank You!

I really mean it. Recently, when you read the letter I sent to you (it started with the headline, ***How To Live To Be 110... And... Still Remember Where You Left Your Car Keys!)*** and you decided to subscribe to my newsletter, you took a chance. I admire that... and... I intend to do everything within my power to make this the best investment you will ever make. My newsletter is a labor of love. I slave over it like you wouldn't believe. I want my newsletter to be... *by far*... the most valuable health-building publication in the entire world.

In fact, my personal goal is to make each issue worth more than the entire yearly price you paid for your subscription!

To get you off to a quick start, I am sending you right now (by separate mail) your first issue of my newsletter, *The Josh Abraham Letter*, plus the 11 of the free reports I promised to give you. Do you remember all those free reports and what they are about? Just to make sure, let me list the titles here to refresh your memory:

1. How To Have A Photographic Memory... At Any Age!
2. How To Stop, Reverse, And Prevent Heart Disease Now And Forever!
3. How To Stop Deadly Cancer Without Surgery Or Radiation!
4. Six "Insurance" Nutrients You Must Take To Prevent Disease And Premature Death!
5. How To Lower High Blood Pressure In 14-Days Or Less... Without Dangerous Drugs!
6. The Anti-Cancer Diet... 16 Amazing Superfoods That Prevent Cancer!
7. Miracle Age-Reversing Nutrients!
8. How To Cure Arthritis With A Simple Grocery Store Remedy!
9. How To Train Your Metabolism To Burn Fat 24-Hours-A-Day, 7-Days-A-Week And Lose All The Weight You Want... Without Weight-Loss Dieting!
10. Why Viagra (The Potency Pill) Might Not Be A Sexual Panacea For Every Man!
11. How To Have Maximum Energy In Minimum Time!

Anyway, these are the 11-free reports which are now being mailed to you along with your first copy of my newsletter. This material will be in your mailbox in the next few days... and... I strongly suggest you read all this info immediately. Some of it is so important and so unique... *it could literally save your life!*

Now, let me move on to something else: Look, if you want to have excellent health, you absolutely must take certain supplements, vitamins and minerals. All in all, if you take everything you need to maintain optimum health, you are going to have to pay a small fortune... if... you make your purchases in your home town. However, because you are now a subscriber to *The Josh Abraham Letter*...

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You Can Buy All The Supplements You Need At Dirt-Cheap Prices!

Here is why: When you go to a drug store or a health food store, you will have to pay retail. But, that is NOT the case with me. You see, I am a registered pharmacist in both the United States and Canada. That means I can buy any supplement... any vitamin... any mineral... any herb... or... anything else related to health... at below wholesale prices. Therefore, because you have become one of my newsletter readers, I am willing to pass on these savings to you. In fact, as of now, you have automatically been enrolled as a complimentary member of...

The Josh Abraham Discount Club!

To give you an idea of how valuable this is, I have enclosed a special notice which is inside the sealed envelope I am sending you with this letter. When you read that notice, you will discover... why... getting all your nutritional needs from The Josh Abraham Discount Club... is like... *getting free money in the mail!*

You'll see for yourself when you open the envelope.

Now, let's talk about that dollar bill I have sent you with this letter. You can do whatever you want with it. You can give it to charity. Buy yourself a protein milkshake or whatever. But, you know what I hope you do with it?

I Hope You Frame It!

Then, someday in the not-to-distant-future, what I hope will happen... is... someone will see that dollar bill hanging on your wall and ask you about it, and you will say...

"Well, that happens to be the very first dollar I saved on my health care needs because of Josh Abraham... and... since then... I have saved thousands more!"

OK, that's enough for now. Mr. Everett, thank you again for signing up for my newsletter and giving me a chance to prove myself to you. I appreciate it from the bottom of my heart. As I said earlier, I'm going to do everything within my power to make my newsletter the best investment you ever made in your life.

Sincerely,

Josh Abraham

P.S. The information inside the sealed envelope has a time limit connected to it... so... I hope you read it right away.

Peace and good health.

I personally guided Mr. Abraham through every step of this promotion. Everything from obtaining the mailing lists, getting the promotion produced and mailed, keeping track of the orders, and so forth. And guess what? The promotion...

Was A Winner!

Indeed with some "tweaking" it could possibly turn out to be a monster winner.

But guess what else?

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After doing everything involved, sending out all the letters, and getting the results (which were excellent) Mr. Abraham, for personal, religious and family reasons... not fully comprehensible to a simple-minded swamp dweller such as myself... has decided *not* to go forward with this project.

I like this guy. After months of work, an investment of approximately $87,000 and following every suggestion I gave him, he has ended up with a winner on his hands he is unable to exploit. He bears me no rancor (why should he?) and I have no negative feelings about him either. I guess this one simply goes into the category of "just one of those things."

However, it saddens me to see this little, good-hearted man suffer a financial loss like this, even though I cannot comprehend the "why" of it. So, I came up with the following idea: Why don't I feature this situation in one of my newsletters which will be very informative for all of my readers and possibly, **a real died-in-the-wool jackpot** for one of them.

See, what I said to Josh is, *"Look, I'm gonna write about this situation and suggest to my readers that if somebody out there is looking for an already created, tested and 'ready-to-go' mail order business, they ought to make a deal with you to take ownership of this promo, run like crazy with it and repay you the 87,000 smackaroos you put up to make all this happen... with... the proviso they can pay you so much a month out of the profits it generates. This way, everybody wins including 'Yours Truly' who is entitled to 5% of whatever gross monies this dealybop produces."*

Would you like to know more about this? Would you like to see the complete sales letter? Would you like to know the actual names of the mailing lists used to test this offer? Would you like to know the actual results it produced? Would you like to read the actual first edition of *The Josh Abraham Letter* which was also created by none other than Yours Truly? If so, all you have to do is call Josh and convince him you are really interested in this deal and not just some curious, do nothing spectator who wants a free look at all this material. Josh will be more than happy to send you a package containing the complete sales letter, the full size version of the stick letter, the actual first issue of the newsletter, and all relevant facts and figures.

This is a made-to-order opportunity for someone who seriously wants to get into the mail order business. But please, do me a favor: Please *don't* pester this man with a telephone call requesting all this unless *you are real*. If you don't have enough money to take this over and roll it out or, if you have one of those pain-in-the-ass anal personalties that just aggravates the hell out of everybody and slows everything down to a crawl... please don't do anything. Don't call Josh. Don't suck him (or worse yet, me) into the miserable vortex in which you reside.

Even for those of you (which, of course, means nearly all of you) who have no interest in getting involved in this project, there has been more inside information revealed in this newsletter about how a successful mail order business is really created than even a great teacher as I normally publish.

Read this entire issue two or three times. There is a lot here for those of you astute enough to catch it.

Sincerely,

Gary C. Halbert

P.S. You can call Josh Abraham at (914) 425-3450 except during the Orthodox Jewish Sabbath which starts at sundown every Friday and lasts 24-hours until the sundown on Saturday.

P.S.#2 I have nothing more to say this month.

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THE GARY HALBERT LETTER

Suite 905-467
3101 S.W. 34th Ave.
Ocala, FL 34474-7447

Phone
(305) 534-7577

Fax
(352) 861-1665

From:
South of Jewfish Creek, FL
Wednesday, 7:45 a.m.
March 31, 1999

Dear Friend & Subscriber,

I've been working long, hard hours these last few months.

And don't be jumping to conclusions thinking, *"Aha! I knew his stock system was a lot of work."* Because, my friend, you'd be dead wrong.

I've been working long, hard hours teaching my students my stock system. You know, there are only so many hours in the day and to teach each and every one eventually takes its toll on you. Even if you enjoy doing what you're doing.

So this month, I've decided to lighten my own load of writing my newsletter. I've decided, being the male chauvinist pig that I am, I want to share with you some keen insight into...

100 Reasons Why
It's Great To Be A Guy!

1. Phone conversations are over in 30 seconds flat.
2. Movie nudity is virtually always female.
3. You know stuff about tanks.
4. A five-day vacation requires only one suitcase.
5. Monday Night Football.
6. You don't have to monitor your friends' sex lives.
7. Your bathroom lines are 80% shorter.
8. You can open all your own jars.
9. Old friends don't give you crap if you've lost or gained weight.
10. Dry cleaners and haircutters don't rob you blind.
11. When clicking through the channels, you don't have to stall on every shot of someone crying.

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12. Your ass is never a factor in a job interview.
13. All your orgasms are real.
14. A beer gut does not make you invisible to the opposite sex.
15. Guys in hockey masks don't attack you.
16. You don't have to lug a bag of useful stuff around everywhere you go.
17. You understand why stripes are funny.
18. You can go to the bathroom without a support group.
19. Your last name stays put.
20. You can leave a hotel bed unmade.
21. When your work is criticized, you don't have to panic that everyone secretly hates you.
22. You can kill your own food.
23. The garage is all yours.
24. You get extra credit for the slightest act of thoughtfulness.
25. You see the humor in "Terms of Endearment."
26. Nobody secretly wonders if you swallow.
27. You never have to clean the toilet.
28. You can be showered and ready in 10 minutes.
29. Sex means never having to worry about your reputation.
30. Wedding plans take care of themselves.
31. If someone forgets to invite you to something, he or she can still be your friend.
32. Your underwear is $10 for a three pack.
33. The National College Cheerleading Championship.
34. None of your co-workers have the power to make you cry.
35. You don't have to shave below your neck.
36. You don't have to curl up next to a hairy ass every night.
37. If you're 34 and single, nobody notices.
38. You can write your name in the snow.

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39. You can get into a non-trivial pissing contest.
40. Everything on your face stays its original color.
41. Chocolate is just another snack.
42. You can be president.
43. You can quietly enjoy a car ride from the passenger seat.
44. Flowers fix everything.
45. You never have to worry about other people's feelings.
46. You get to think about sex 90% of your waking hours.
47. You can wear a white shirt to a water park.
48. Three pair of shoes are more than enough.
49. You can eat a banana in a hardware store.
50. You can say anything and not worry about what people think.
51. Foreplay is optional.
52. Michael Bolton doesn't live in your universe.
53. Nobody stops telling a good dirty joke when you walk into the room.
54. You can whip your shirt off on a hot day.
55. You don't have to clean your apartment if the meter reader is coming by.
56. You never feel compelled to stop a pal from getting laid.
57. Car mechanics tell you the truth.
58. You don't give a rat's ass if someone notices your new haircut.
59. You can watch a game in silence with your buddy for hours without even thinking 'he must be mad at me.'
60. The world is your urinal.
61. You never misconstrue innocuous statements to mean your lover is about to leave you.
62. You get to jump up and slap stuff.
63. Hot wax never comes near your pubic area.
64. One mood, all the time.

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65. You can admire Clint Eastwood without starving yourself to look like him.

66. You never have to drive to another gas station because the one you just pulled into is just too skeevy.

67. You know at least 20 ways to open a beer bottle.

68. You can sit with your knees apart no matter what you're wearing.

69. Same work... more pay.

70. Gray hair and wrinkles add character.

71. You don't have to leave the room to make an emergency crotch adjustment.

72. Wedding dress $2,000; Tux rental $100.

73. You don't care if someone is talking about you behind your back.

74. With 400 million sperm per shot, you could double the earth's population in 15 tries... at least in theory.

75. You don't mooch off other's desserts.

76. If you retain water, it's in a canteen.

77. The remote is yours and yours alone.

78. People never glance at your chest when you're talking to them.

79. ESPN's sport center.

80. You can drop by to see a friend without bringing a little gift.

81. Bachelor parties whomp ass over bridal showers.

82. You have a normal and healthy relationship with your mother.

83. You can buy condoms without the shopkeeper imagining you naked.

84. You needn't pretend you're "freshening up" to go to the bathroom.

85. If you don't call your buddy when you say you will, he won't tell your friends you've changed.

86. Someday you'll be a dirty ol' man.

87. You can rationalize any behavior with the handy phrase, *"F*@# It!"*

88. If another guy shows up at the party in the same outfit, you might become lifelong buddies.

89. Princess Di's death was almost just another obituary.

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90. The occasional well-rendered belch is practically expected.

91. You never have to miss a sexual opportunity because you're not in the mood.

92. You think the idea of punting a small dog or cat is funny.

93. If something mechanical doesn't work, you can bash it with a hammer and throw it across the room.

94. New shoes don't cut, blister, or mangle your feet.

95. Porn movies are designed with your mind in mind.

96. You don't have to remember everyone's birthdays and anniversaries.

97. Not liking a person does not preclude having great sex with them.

98. Your pals can be trusted never to trap you with, *"So... notice anything different?"*

99. Baywatch.

100. There is always a game on somewhere.

Go ahead and say it, *"Gary, You Pig!"* Whether male or female, I know there was at least one statement mentioned that made you howl.

Now, I must say, I feel better having said all that. And having said all that, let's move onward to what this newsletter is really all about.

Do you ever wonder how much time you have before you absolutely have to get your fulfillment package shipped to a customer? Do you know the two types of ads governmental agencies are always on the lookout for? If you want to use a testimonial which you "bartered" for, do you have to mention that in your advertising? I think these are valid questions which my readers should be well aware of. Thus, I now want to share with you some keen insight into...

The 17 Things You Absolutely Must Know If You Are Involved In Direct Marketing!

1. Your product must be shipped within 30 days of receipt of the order... unless your offering states a different period... or unless you send a delay notice. But that "delay notice" can't just be any ol' nice personalized letter from you. Oh no! It must be in the form required by the FTC (Federal Trade Commission; better get to know those initials well if you're dabbling in direct marketing) informing the customer of the delay... and... offering the option of a refund... and... you must enclose a postage prepaid envelope to facilitate a request for their refund. A violation of this one rule alone can subject you to penalties of up to $10,000 per violation.

2. There is a difference between guaranteeing all participants will be successful... and... guaranteeing a refund if they are not. A guarantee all persons will be

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successful may be fraudulent because, obviously, all people will not be successful. Hell, they may not even lift their finger and do anything! But the governmental agencies gave us a way out of this one: A guarantee of money back is not fraudulent... provided it is honored.

3. If a guarantee is subject to specific conditions, those conditions must be clearly divulged in the offering.

4. Yet, simply offering a guarantee does not save a fraudulent ad. If your ad or letter contains fraudulent misrepresentations, the fact you bothered offering a money-back guarantee is no defense.

6. It seems hard for me to believe, but some folks actually send their proposed advertising to the postal service and other regulatory agencies to review to see if it passes muster. If you fall into this category beware, their silence cannot be construed as approval. All you will have accomplished is to be absolutely sure the offending piece comes to their attention.

6. There are some products which, if you sell them, make it a virtual certainty you will be scrutinized ("Big Brother" is watching). While it may be possible to sell these products honestly, it is almost certain you will be challenged. So, unless you're extra careful, try to stay away from cures for baldness, breast enlargers, weight-loss programs involving magic pills, work-at-home envelope stuffing programs, cures for illnesses such as arthritis, chain letters, and chain referral or pyramid schemes. As I said, they aren't necessarily illegal, but tread lightly.

7. If you use testimonials in your advertising, you must have copies of the testimonials in your files. Also, if you provided consideration for that testimonial, you must disclose that in your marketing piece.

8. You cannot whisper the truth and shout a lie. If you try to mention inconspicuously or in a very carefully-worded but otherwise misleading fashion (whispering) the actual truth that the customer must actually do something to be successful in your program... but... you later state with greater emphasis (shouting) in the same advertising that no work or effort is required... the ad will be interpreted to have made the claim no work or effort is required. This is because the advertising piece must be read as a whole. The authorities will consider the main message of the advertising piece to be false.

9. Not that I think my subscribers would ever do this, but still, I must warn you... the postal service is engaged in cracking down on opportunity advertising... especially... envelope stuffing programs.

10. In the postal administrative courts, there are cases which indicate having an "Opinion Letter" from an attorney is not a defense. But that isn't true in all cases. In a criminal case or any other case where a monetary penalty might be imposed, the fact you sought legal advice may have a bearing on the issue of lack of criminal intent or good faith. It could also affect the decision of government

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attorneys as to whether or not they should file criminal charges.

11. Under the Lanham Act, a consumer who was injured because of mail fraud can bring a class action on behalf of other injured consumers to get refunds for everyone.

12. Judges of the Federal Courts come from a socio-economic class where they don't think highly of diet ads, opportunity ads, and other "flamboyant" ads which are written in a *National Enquirer* style. Even though the law states the burden of proof is on the prosecution... in reality... it falls on the defense.

13. You can be found guilty of mail fraud not only for what you say in your ad or letter, but also for what you imply. Implied claims are those things you don't come right out and say, but what an ordinary reader would read into the ad.

14. Big Brother says the point of civil mail fraud cases is not to put the operator out of business (and we all believe Big Brother, don't we?). The point, they say, is to obtain a cease and desist order or a civil consent decree which stops you from making similar fraudulent statements in the future. Your goal ought to be to negotiate the terms of a consent decree. The outcome should be restrictive enough to satisfy the government... but... not so restrictive as to prohibit you from running advertising which still pull orders. Hear me well on this point: The attorney's role is critical. Your "family" attorney, real estate attorney, divorce attorney, personal injury attorney cannot handle this case for you. You've got to hire an attorney who has marketing savvy... he must understand what it takes to write an ad that will pull orders. He'll be the one who can guide you as to what you can give up to appease the government... while still... keeping you in business.

15. Even though cases for mail fraud may be filed civilly, they are more likely to be filed as criminal cases. The reasons are: (a) Failure to deliver the product; (b) Failure to make promised refunds; or (c) Lottery or chain referral scheme.

16. Another reason you must hire a marketing-savvy attorney is due to the fact postal and FTC cases are not handled like ordinary lawsuits. Most attorneys make the mistake of Answering the Complaint, gearing up for discovery, and "act tough." In some cases, the tough guy approach may be proper but... in almost all cases... the best approach is to at least try to get together with the opposition as early as possible with the hope of working out a win/win solution. The outcome will allow you to continue to operate your business with minimal government interference while still protecting the public. I cannot emphasize it enough: The attorney's role is critical because he must understand not only your needs but also the goal of the government. Remember, judges generally react badly to mail order advertising... and... the mail fraud laws are so broad, it usually is easy for the government to get a victory. The main objective of you and your attorney is to avoid large penalties and a court order which could prohibit you from operating profitably in the future.

17. Whether the case is filed civilly or criminally for mail fraud, statutes now permit the government to seize real and personal property, including bank accounts which are used in a mail order business or which are traceable to the proceeds of a mail order business. Such seizures can be made without notice and may result in total

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forfeiture of such assets to the Federal government.

Now just because I shared these "warnings" with you doesn't mean you have to be paranoid when you start writing your letter or ad. The key to writing good copy is to sit down and write. Write like a madman. Spill your guts. Let it flow freely. Don't think about Big Brother or any other negative factor. It's just you and your customer. Don't think about spelling, hyphenation, grammar. These are things you can take care of later.

Then, after you've gotten it down on paper... then... you go back and if need be, clean it up a bit. Are some of your phrases and words too harsh? Too soft? Too bland? Are you too ambiguous as to what you are trying to achieve? And if you're one of those people who have used a computer for this project, did you not only do a "spellcheck," did you actually sit down and read it yourself? You know, the old fashioned way? You'd be surprised at the typos that a spellcheck will let by. I once read the words "doe snot" where it was clearly supposed to be "does not." And while I'm on the subject of proofreading, the absolute best way to proofread is to read it aloud. Turn off the radio, the television, the wife, the kids. Go find yourself a quiet place (your bathroom will suffice if all else fails) and read it aloud.

Then, after you've cleaned it up... then... you go through your checklist. Do I have an outstanding headline that'll grab their attention? Is my introductory paragraph going to whet their appetites to continue reading? Does the body tell them everything they need to know about the product? Did I include testimonials? Did I take all the risk factor by giving them a money-back guarantee? Are the ordering instructions perfectly clear and easy to follow? Did I put in some type of "code" so I can keep track of which list or publication pulled best? Did I mention how long my customer should wait before he receives the product? Did I write Gary Halbert and tell him how much I value all the information he shares with me?

Then, after you've added those items you might have previously omitted... then... go back and proofread it again.

Then, after you've made the final corrections... then... give it to someone else to read. If they say, *"Wow, I gotta have this!"* you know you have yourself a winner. And then, my friend, you drop your sales letter in the mail like hotcakes or get your ad to its publication via Federal Express.

Go for it. Do something. Get your lazy ass in gear.

Sincerely,

Gary C. Halbert

P.S. Help me out here guys... tell me what you'd like me to write about in upcoming issues. Or send me "100 Reasons Why It's Great To Be A Gal!" (Like, are there 100 reasons?)

P.S.#2 I cannot take credit for writing "100 Reasons Why It's Great To Be A Guy!" since those trinkets were passed along to me. Do you know what that now means? *I also can't take credit for being the male chauvinist pig you thought I was!*

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THE GARY HALBERT LETTER

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From:
South of Jewfish Creek
Friday, 10:35 a.m.
April 30, 1999

Dear Friend & Subscriber,

It's the last day of April and I'm sitting here staring at a ball cap.

It's a pretty ordinary ball cap. Millions of people wear one like this every day. Except, what's different about this one is, it has a little rectangle of plastic attached to the front of it. This rectangle is 1-1/2 inches high and 2-1/2 inches wide. Inside the plastic rectangle is a gray window. Inside the window are black numbers. The number on the far right of the display changes every second. It's kind of like wearing a ball cap with a little plastic clock on the front of it. Except, this clock runs backwards. What it does is count down how many days, hours, minutes and seconds are left until this year is over.

This is a COUNTDOWN 2000 ball cap. When the numbers reflect zero days left, zero hours left, zero minutes left and zero seconds left, this year will be over and the year 2000 will begin.

This hat is an interesting gimmick but, it irritates me. It keeps me conscious of time slipping by. I bought it as a gift for my Uncle Jack (he likes it) and I'll be happy to give it back to him and get it out of my sight.

Recently, someone took a survey to find out what words or phrases Americans were most fed up with hearing. I would have guessed the top of the list would be "Monica Lewinsky." But, I would have guessed wrong. According to the survey, the #1 thing Americans don't want to hear anything more about is...

Y2K!

Well folks, that's just too bad because... before you know it... Y2K is going to be a *very* serious concern to all Americans. You see, after nearly a year of systematic investigation, a special Senate committee has finished a very sobering study of the Y2K problem that concludes... some *incalculable level* of economic disruption is *inevitable!!*

"Make no mistake," warns the investigating Senate panel, *"this problem will affect us all individually and collectively in very profound ways. It will indeed impact individual businesses and the global economy. In some cases, lives could even be at stake!"*

I don't believe a lot of government studies but, I do believe this one. The authors of the report have taken great care to avoid both undue alarm and unfounded optimism. Here are some of their findings:

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Planes Will Not Fall
Out Of The Sky!

However, this nation's 670 domestic airports started working on Y2K compliance way too late and, what we are going to experience is a lot of... *"flight rationing."* And, as bad as it's going to get here, aviation problems are going to be *much* worse in other countries.

We Are Still Going To Be
Able To Make Telephone Calls!

It looks like 95% of U.S. telephone systems will be ready. However, the same cannot be said for data networks, cellular or satellite communication systems.

We Are Still Going To Be
Able To Get Our Hands
On Our Fungolas!

Or, at least, so they say. Banks are mostly Y2K compliant. You shouldn't have any problems withdrawing your money or getting cash from an automated teller. Plus, the Federal Reserve intends to expand available currency by about 1/3 to approximately 200 billion dollars to cover people who want to withdraw their money.

Sounds good. But, I wouldn't take it as gospel.

Health Care In America
Is Going To Suck!

90% of all American doctors have done nothing to prepare their offices for Y2K problems! 64% of hospitals have no plans whatsoever to test their Y2K fixes before the crunch date. Federal payment systems for Medicare and other health insurance programs are way behind schedule as far as preparing for Y2K problems. A quote from the report: *"The health care industry is one of the worst prepared for Y2K and carries a significant potential for harm."*

I see some nightmare scenarios on the horizon in this area.

Many of Us Are Gonna
Have To Live In The Dark!

As of the first of this year, only about 50% of electric utilities were ready for Y2K. The greatest problems will emanate from approximately 1,000 small, rural electric utilities. Local and regional "blackouts" are going to be commonplace but, a prolonged, national blackout is not.

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Service From Government Agencies Is Going To Suck Even More Than It Does Now!

Some Federal agencies are prepared. Some are not. Strangely enough, among the least prepared is the Defense Department. (I don't know about you but, I'm not sure that's such a bad thing.)

State and local governments vary widely as far as they are prepared is concerned. What is rather scary is the Senate panel said, *"The greatest concern is the ability of local communities to provide 911 emergency services."*

The Economy Is Gonna Take A Nosedive!

According to the report, heavily regulated fields such as banking, insurance and finance are further ahead but health care, oil, education, agriculture, farming, food processing and the construction industry are lagging behind. *Any failure of a critical system is likely to cost up to 3-1/2 million to repair!*

What would you guess AT&T has already spent to solve its Y2K problems? Would you believe... *900 million dollars?!*

And now, let ol' Guru Gary tell you the main thing that's gonna happen. The Senate report touched on it but, I'd like to give you an idea of just how awful what I see as the "main problem" is going to be.

In a nutshell, it is other countries.

You think we're not ready for Y2K? Hell, we're more prepared than a pack of boy scouts compared to other countries. Take Brazil as an example. It has already experienced economic chaos because of the devaluation of the *"Real"* this year. But, as losing football teams often say, *"Just wait till next year!"* You see, Brazil has hardly even begun to become Y2K compliant.

So what? I'll tell you what. Brazil is Maytag's third largest market. How many washers and dryers do you think Maytag is going to sell to Brazilians when the new year makes the majority of Brazilian businesses come to a standstill? And, except for the U.S., Xerox sells more of its products to Brazil than anywhere else.

Think declining sales of Xerox and Maytag... and... all the *thousands* of other U.S. companies with major markets in foreign countries is going to affect our economy? Our stock market? You bet it will... and... *it's not going to be pretty!*

The Y2K problem, also known as "The Millennium Bug" is not going to be just another "bump in the road." No, it's going to be...

One Of The Most Serious And Potentially Devastating Events This Nation Has Ever Encountered!

Halbert hype? Nope. That's a direct quote from the Senate report. And get this: The government almost

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always presents the *most positive* picture possible on any situation. So, just imagine how bad this situation is really going to be!

Look, the Y2K problem is not complicated. To save space, the pioneers of computer programming used only two digits to indicate what year the computer was dealing with. For example, 1999 is programmed only as 99. It just assumed the first two digits are 19. Therefore, in the year 2000, all computers that aren't fixed are going to think it's 1900.

This is not a trivial matter. It is going to create world-wide chaos.

Let's bring it home. What does all this mean to you? What should you do to be prepared? Is there any way you can profit from this situation?

I'll get to that in a minute. But first, I want to tell you some personal stuff... and then... I'm going to relate this personal stuff to the Y2K problem.

I have a small jet boat. Not a jet ski... a jet boat. It's only 14 feet and 4 inches long. I bought it for practically nothing. A rich guy from Ireland bought it for his son two or three years ago and then got pissed off at his son and never gave it to him. Instead, he put it in storage. When I got it, it looked brand, spanking new.

A jet engine on a boat operates a lot like a jet engine on a plane. The jet on the plane sucks air into the front of the engine and pushes it out the back... thus thrusting the plane forward. A jet engine on a boat works the same way, except it sucks in and pushes out water.

You know how if some sparrows or other birds get sucked into a jet engine on a plane, it screws everything up? Well, the same is true of a jet boat. If the jet sucks up seaweed, the engine loses power until you remove the weeds. In the case of my little boat, the way you do that is jump overboard, swim under the boat and pull the weeds out of the intake grate. Then, you clamber back aboard the boat and off you go.

Now picture this: It's a beautiful Saturday in the Florida Keys. The sun is out and there's not a cloud in the sky. The waters are calm. I'm out by myself in my jet boat. A few times I have to go overboard and clean out the weeds but, I don't think anything about it. I go to a little island named Money Key on the south side of the Seven Mile Bridge. I tie up my boat and explore the island. I walk clear around it looking at little fish, stone crabs and stuff.

I've been out for hours and decide I'd better go home. I untie the boat, start the engine and start mobilating back to the marina. I'm going like a bat out of hell. Maybe 55 mph which is *really fast* on the water. I'm running between the old Seven Mile Bridge and the new one. The boat starts to lose power. Shit. I've got weeds again. There's a *very* strong current in this area between the bridges... so... I head north away from the bridges and limp forward until I think I'm far enough away to jump overboard and remove the weeds. I tie a line around my waist, go overboard and under the boat to remove the weeds.

But, when I come up, I discover the current is so strong, the boat has been pulled all the way back to the bridges. Whatever. No problem. Except, when I turn the key, the engine won't turn over. I figure it's a dead battery. I later learn it wasn't. What happened was, a rope got sucked up into the jet intake and froze the engine. By the way, do you know the difference between a rope and a line? It's simple: A rope becomes a line when it is attached to a boat. Untie it from the boat and take it home with you and it's a plain ol' rope again.

Boaters are insane.

Anyway, now the current has taken me south of the bridges and is pushing me with a vengeance out into

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the Atlantic Ocean. Not to worry. I've got my trusty little 2-horse power "kicker" or safety engine bracketed to the stern for just such emergencies. But, guess what? It won't start either. It's brand, damned new... and... *it won't start!*

By now, I'm *miles* out at sea. I'm pondering my situation and I happen to look over my shoulder. What had been a nice day is not so nice any more. I'm looking at one the blackest skies I've ever seen. The storm that followed those clouds has become a minor legend here in the Keys. It appeared literally out of nowhere and lashed the ocean and islands with all the fury of a scorned woman.

There's just a little juice left in my cell phone. I make a couple calls and get the Coast Guard looking for me. They search for a long time but they can't find me. You see, my boat is white and, as I said, only 14 feet long... and... the whitecaps breaking around me are bigger than the boat. The Coast Guard asked me if I have a flare gun. I do with four flares.

I fire up one into the air. They can't even see the flare. More conversation. I tell them exactly where I am. Time goes by.

They ask me to fire another flare. I do and they don't see this one either. Meanwhile, I'm drifting farther and farther out to sea. The waves are getting really big now and the water is coming over the sides of my boat. I have a line attacked to the boat and I tie it around my body. The boat has floatation and I figure if it capsizes, my best chance of survival is to stay with it.

After a while, the Coast Guard is ready for me to fire my third flare. I do and they don't see that one either. I'm now very worried. I'm sitting in a tiny boat which is being battered by large waves. I'm wearing an "el cheapo" life jacket. (It's the kind you should use when you are water skiing in calm water... not... to survive a vicious storm.) And, I've only got one flare left.

Then, I spot the Coast Guard boat!

They can't see me but, I can see them. I tell them which direction to point the bow of their boat and to look straight ahead and watch for my flare. Then, I fire my very last one.

YAHOO! They see it! Two boats race towards me. One is a cutter that tows my boat in. The other is a big, honking Zodiac and I had to get off my boat and onto that one right damn *now!* They snugged the boats together, held them as tight as they could and I *rolled* over my boat onto the deck of theirs.

Then began the roughest boat ride of my life. I was holding onto the center console with all my strength and we were hitting the waves so hard, my feet were flying off the deck. Then came a monster wave. We hit it so hard, I flew way up in the air and when I came down, I smashed my left leg. They tell me to stand up. I can't. I make the rest of that ride sitting on the deck of a boat smashing through the turbulent water like Lee Crull kicking ass in a bar full of bikers.

Finally, it's over. We're at the Coast Guard station and we're safe. Somehow, I manage to hobble off the Zodiac. They give me a blanket to wrap myself in. My Aunt and Uncle are there to take me home.

The nightmare is over.

But, little known to me, an even worse one is just beginning. I get my leg checked out and it turns out it's not broken. However, it's sprained so badly, they tell me it will be six months to a year before it's back to normal.

Then, two days later, I experience some horrible complications associated with some medicine prescribed

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for me and I become almost literally non-functional. What I had done was stop taking the medicine because I figured I no longer needed it. Well, when my trusty assistant, Theresa flew down to drive me to a doctor, I learned you have to taper off that particular medicine... and... quitting it abruptly as I did can cause you... *to die!*

By the way, <u>that</u> experience was *worse* than the boat accident.

Now we're up to just a few days ago and it has occurred to me I have been very lucky lately and I need to start being even more careful than I usually am. The brakes on my car are giving me a little problem and I have been putting off having them worked on. So, I say to myself, *"Self, not paying attention to stuff like this is what gets you in trouble. Go get your brakes fixed right now!"*

So I do.

Lo and behold, the *very next day* after I get my brakes fixed, the car ahead of me on the busiest section of U.S. 1 comes to a complete stop... with... *no brake lights!* I hit the brakes as hard as I can. If I hadn't had them fixed, I would have "fishtailed" into the other (*very* busy) lane. As it was, it was impossible to stop fast enough to avoid hitting the car in front of me... so... I wrench the wheel hard to the right and hurtle off the road and down the gully. Finally, I come to a stop. I'm unhurt and my car isn't even scratched. The guy in front of me gives me a blank look, starts his car and takes off down the highway without even a backward glance. I'm sure it didn't even occur to him to check to see if I was OK.

Probably from Miami.

All of which brings me to my first important point. Now that I live back down in the Keys, I have my old personal trainer back, a small woman named Marilyn White who I affectionately refer to as the "Nazi Bitch." She's easily the best trainer I've ever had and she gets more out of me in a workout session three times a week than I would've ever believed I had in me. She's got me in such good shape and so strong most people who don't know me guess me to be ten to twenty years younger than my actual age.

I'm absolutely convinced if it weren't for my working out, my leg really would have been broken in that boating accident. As it was, like I said earlier, when they examined my leg they said it would be six months to a year until it would be OK. Well, I'd say it's 90% OK already in just over three weeks. I give credit to my workouts for that also.

And, that near accident I had on U.S. 1? What if my reaction time had been a split second slower? It could have been very bad. I think working out helped in that situation also.

You know, a few years ago, I was talking with a few of my friends and we were pondering the age-old question of what we would do if we had unlimited money. Homes in different cities. A boat on each coast. Several cars. Money to charities and research organizations we believed in. Every one of us also said, *"I'd get myself a personal trainer."* Then it hit us. That's something we <u>can</u> afford right now. I've had one ever since. You can't believe the difference it will make in your life. Get yourself a personal trainer, arrange to workout first thing in the morning and you'll be stronger, fitter, calmer, have more self-esteem, have much more of an "up" outlook on life... and...

You Will Make A Lot More Money!

You know, whenever I write a newsletter like this, I always get a few "bitch" letters. *"I don't need to know*

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this crap. I want to know about sales letters, lead-generating ads, copywriting tricks, mailing lists, etc."

But, I nearly always get a few "rave" letters too. You know who those come from? They come from the most successful of my subscribers. The winners. People like Joe Sugarman, Ben Suarez, Ted Nicholas, Joe Polish, Robert Allen and so on.

See, these people know what it really takes to win and that your #1 Priority needs to be...

Be A Good Animal!

So, get yourself a personal trainer. Don't you dare lie to me or yourself and say you can't afford it. *You can't afford not to do it!* And, with what's coming up with Y2K, this is something that will be more important than ever.

More: If you are on any kind of crucial prescription medication, start now to stock up on a surplus supply. The last thing you want if you are on some heart medication or the like is not to be able to access your doctor. Remember, it is in the area of health care where the really serious problems are likely to arise. A temporary blackout and lack of electricity is an inconvenience. Failure to get the medication or medical care you need can be fatal!

What else should you do? Many alarmists will tell you to stock up on canned foods and water. It's not a bad idea. But, I wouldn't go overboard if I were you. The world is not going to fall apart; it's just going to stumble like a dead drunk sailor for a while.

Does your business depend on computers? If so, getageek to make sure they are Y2K ready NOW! Listen: These guys (the Millennium Bug Exterminators) are going to be so much in demand later this year, you probably won't even be able to hire one. Even if you can get one, if you wait much longer, you're going to have to pay through the nose.

Next: Get ready to bite the bullet. No matter what business you are in, chances are excellent your sales are going to plummet. Money is going to dry up and people are going to be afraid to spend. Get rid of all buildings, equipment, employees and expenses you can do without... and... do it soon. Look, the entire globe is connected now. Any economic problem in any country affects in some way... all other countries. A business bankruptcy in Brazil will have consequences for a hardware store in the Bronx. Turmoil in Kosovo affects folks in Kansas. (Why are we fighting over there anyway?) Russian poverty portends poorly for prosperity in Rhode Island.

Plus, things are happening faster than ever now. There's a new book called *"Blur"* which details the speed at which everything is changing and has some valuable advice on how you *must* adapt to this change. Check *this* out: It took from 1896 to 1972 for the Dow Jones Industrial Average to hit 1,000. That's 76 years.

It took from 1972 to 1987 for the Dow to go up another 1,000 points to over 2,000. That's 15 years.

It took from 1987 to 1991 for the next 1,000 point jump to 3,000. That's four years.

It took from 1991 to 1995 to hit 4,000. That's also four years.

It took from February of 1995 to November of 1995 to hit 5,000. That's nine *months!*

It took from November of 1995 to October of 1996 to hit 6,000. That's 11 *months!*

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It took from October of 1996 to February of 1997 to hit 7,000. That's four *months!*

It took from February of 1997 to July of 1997 to hit 8,000. That's five *months!*

It took from July of 1997 to April of 1998 to hit 9,000. That's nine *months!*

It took from April of 1998 to March of 1999 to hit 10,000. That's 11 *months!*

And, how long did the last 1,000 point jump take? How long to go from 10,000 to 11,000?

Only 35 *Days!*

So, lemme ask you something: When things start going bad, how fast do you think it's going to happen? A hint: Last August, investors lost 500 *billion* in 24 hours!

Should you be fearful and morbid about all this? Not at all. It's going to be exciting. For those who are ready, a whole new world of opportunity is going to open up. I bet an investment in gold bullion coins right now will increase in value by 500%, 1000% or more by sometime next January. I bet homes, cars, boats and everything else under the sun will be for sale at dirt-cheap prices next year. I bet those of you who are fleet-footed enough to learn how to help all those poor souls *totally* unprepared for Y2K will be able to make a fortune.

But, you've got to be lean, healthy, fit, mobile and liquid. Think of yourself as an American soldier approaching a German farm house in WWII. You don't know whether there's a young, horny German farm girl or a Nazi sniper inside the house. But, you've got condoms in your wallet and bullets in your weapon so...

You're Ready For <u>Whatever</u>
Comes Out Of That House!

That's how you should be thinking about this *very real* Y2K problem that looms just over the horizon.

Sincerely,

Gary C. Halbert

Gary C. Halbert

P.S. Next month, I'm going to reveal unto you a mail order secret that will blow your socks off!

This month though, I felt compelled to tell you what you really needed to know and, at least attempt to shake you out of your state of "chronic denial."

I hope to some degree, I succeeded.

Peace.

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THE GARY HALBERT LETTER

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From:
South of Jewfish Creek
Monday, 3:45 p.m.
May 31, 1999

Dear Friend & Subscriber,

Well, here it is Memorial Day and Clinton has us fighting a war in a country none of us ever heard of and for reasons none of us can understand.

Damn! I wish there was some way we could get Monica back on the job!

Whatever. Anyway, let us devote this issue to you making a lot of money... and... making it *fast!* You know usually, when someone asks me what they should do to make a lot of money, I tell them to do something... they *love* doing... and, the money will follow. I still think that's the best advice... but... right now... I think you should concentrate very hard on making a lot of money very fast... and...

You Should Do It
***Any* Way You Can!**

Why? What's the urgency here? It's that Y2K thing. I'm telling you: Y2K is <u>not</u> going to be just another "bump-in-the-road." It is going to be majorly disruptive to the world economy and it's going to scare the living shit out of millions and millions of people. So, here's something you need to memorize. Let's call it *Halbert Maxim #873*:

It Is Hard To Get
People To Spend Money
When They Are *Scared Shitless!*

Picture this: A guy works for Xerox. Sales are down dramatically because Brazilians (Brazil is Xerox's second biggest market) and other big Xerox customers are spending so much time, money and energy trying to deal with their Y2K problems, they aren't buying any copy machines and Xerox's profits are in the crapper. What does Xerox do? Well, first off, they cut way back on their work force... and... our guy loses his job. He now joins the ranks of the *"scared shitless."*

He doesn't spend money like he used to. Maybe he was about to buy a new Ford pickup but,

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he now decides to wait. He wants to feel more secure about the future before he parts with any more of his fungolas than absolutely necessary.

And guess what? Since there are so many people in the same boat he's in, they also decide not to buy that Ford pickup or whatever else they were yearning for. So, now Ford ain't selling many trucks and cars and their sales and profits go in the toilet. They also decide to cut back on their work force and thousands and thousands more people lose their jobs... and... they too join the ranks of the...

"Scared Shitless!"

They stop spending too. This puts more companies in hot water who also have to cut back on their work force, who in turn curtail their spending, which in turn causes more people to lose their jobs. The cycle accelerates and... *the phenomania of being "scared shitless" spreads like wildfire!*

It is going to happen. And, it's gonna happen real, real soon.

So, I ask myself, *"Self, what is the very best way for my subscribers to make a lot of money really, really fast... without too much risk... without too much investment?"*

Can you guess the answer? It's the same answer that was true 50 years ago. Or 30 years ago. Or 10 years ago. Or 1 month ago. This answer will still be true next month, next year... and... *throughout much of the next century!* What I'm talking about, of course, is...

Direct Mail

Are you serious about making huge wads of money and making it fast? If so, forget TV infomercials, forget magazine ads, forget newspapers, forget the Internet... forget *everything*... but... direct mail. Listen to me Fishface: What is the most essential ingredient you must have to make a ton of moola? The answer is... dum da da dum dum...

A Reachable Pool Of
People Who Are Starving
To Spend Their Money
On Some Particular Thing!

Here is the very most important thing you can do (*must* do) if you want to make a direct mail fortune. If you won't do what I'm about to suggest, stop reading this letter right now, go to the 'fridge and get yourself a cold one and sit your sorry fat ass back down in front of the tube and click on "Baywatch." Best you enjoy your life now because, I predict you too, will soon be among the ever growing number of the... *scared shitless!*

What's that? You say you don't want to be one of the *scared shitless?* You say you don't have a sorry fat ass and you're sick of "Baywatch"?

Alrightythen! You be my main man and here's what you do first: You whip out your credit

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card and dial (847) 375-5000. This will get you through to the corporate headquarters of "Standard Rate and Data Service" (SRDS)... and... when you get them on the phone, tell 'em you want to subscribe to their SRDS Mailing List Catalog. It's updated bi-monthly and it's gonna set you back nearly $500.00.

Just do it. Bite the bullet and spend the money. There's no alternative. Do it, you silly little freak.

With me? Good! Now, what you will soon receive in the mail (and you'll get a new one every other month) is a big, thick book that describes almost every mailing list on the market. It'll tell you the size of the list, the source of the list, a description of the list, how much the unit of sale was people on the list spent, what they spent it on and how long ago they spent it.

What I want you to do, as soon as you get the book, is take 10 or 20 hours out of your life and start reading those thousands of list descriptions.

You Will Be Amazed!

As you read the descriptions, do the math. Multiply the number of people on the list by the average unit of sale. Right now, I'm reading the masterfile list description of a company called "Select Information Exchange." Here is the description of that list:

> "This is a file of individuals with an avid interest in financial topics and investment information. They have purchased (more than half via credit cards) newsletters and/or financial service products from SIE (Select Information Exchange) -- the nation's leading financial subscription agency for over thirty years.
>
> "This proven file has been used by a multiplicity of different types of mailers with a 50% 'continuation' record. Included are banks, insurance firms, gold and silver coin companies, commodity trading firms, stock & discount brokerage firms, tax shelters, oil & gas, business, financial and investment advisory publications, collectibles, fundraisers, catalogers and credit card issues - and others.
>
> "Space ads appear in a variety of media (i.e., Money Magazine, Barrons, Wall Street Journal, New York Times, Investors Business Daily, Financial World, Personal Investor, Better Investing). Regarding libraries, this list has the name of the acquisitions manager (the individual in charge of book purchasing)."

Let's see now. This masterfile has 2,495,000 names on it and the average unit of sale is $375.00. Lemme drag out my trusty calculator and see what that comes out to. Let's see... that's 375 x 2,495,000 which comes to uh... wait a minute... can that be right? Lemme check that again. By golly it *is* right! This is a list of folks who are extremely passionate about investing... and... have demonstrated that passion by spending... uh...

Over 935 Million Dollars!

And looky here! We can select them out by all sorts of ways. The men from the women. The Canadians from the Americans. The stock buyers from the options buyers from the bond

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buyers, the oil stock investors, the traders who buy low-priced stocks and so on. Hey, and guess what else? We can even select by what ethnic group we want. If we don't won't them all, we can say we only want the Chinese people on the list. Or the French. Or the Germans. Or Irish, Italian, Japanese, Jewish, Korean, Spanish, Greek, Polish, Scottish, English, Russian, Arabic, American and slant-eyed dwarfs. (Oh wait! I'm sorry. The slant-eyed dwarfs are on a different list.)

Amongst the thousands of mailing lists you are going to be reading about are people who bought cookbooks, people who bought model cars, sewing supplies, gourmet food, etc., etc. But, what I want you to be looking for are big lists of what I call "PWM's" which stands for...

Players With Money!

Why? Simply because (if you are offering something they want) they are the easiest and most profitable people to sell to. Also, they are the least likely to be among the *scared shitless* when the crunch comes. Not only do you want Players With Money, you want PWM's who have what I call a "high passion index" about something.

Like golfers.

As a general rule, golfers have above average income and, a certain percentage of them will spend literally any amount of money to take strokes off their game. Hark unto me: As you know, my friend Joe Polish has something he calls the "SuperStar Audio Tape Series" where each month he interviews some clever person on some aspect of marketing. Well, one of his most recent interviews was with a guy named Jeff Paul... and... you've *got* to have the tape and transcript of this interview. I think it'll set you back $14.95 or something like that and you can order it by calling (602) 858-0008. Once again, don't fight me on this. Just do it. I'm trying to save your cookies here and you're going to piss me off if you don't do as I say.

Which reminds me... I always tell women I think a man should only ask for *one* thing from a woman... and... if he gets that, he shouldn't ask for anything else whatsoever. When they ask me what that one thing is, I am able to explain it in *one word*...

Obedience!

It's odd how many women disagree with me on this. But really, that's truly all I want from a woman, all I want from the world... and now... it's all I want from you!

Back to the real world. Let me tell you about Jeff Paul. A little more than a decade ago, he was a Certified Financial Planner. He was part of a small team that offered advice and seminars on stuff like estate planning, living trusts and all sorts of other financial wisdom. The only problem he and his team had was, they couldn't get clients. So, Jeff started studying direct marketing. He put what he learned to work... and... he turned around a practice that was doing $5,000 to $10,000 a month into a practice that was doing up to... $150,000 per month. It worked so well, his partners naturally decided to abandon these crass "National Enquirer"

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techniques... and... they elected to go back to using the dumb-ass, stale, conventional marketing techniques they were more comfy with.

So, Jeff quit.

He decided to dump his financial planning career altogether and go full time into direct marketing. After a year and a half, he had managed to lose everything he had. He lost his house, he was $100,000 in debt on his credit cards, had no job, no income and no prospects. Jeff and his wife Peggy and their three kids ended up in his sister-in-law's basement living on a couch.

Then he made a little discovery.

As soon as he started to use this discovery, his business went from a measly $1,000 per month to $13,000. The second month he went to $26,000. The third month was $49,000. Now, he has a two *million* dollar a year business he runs from a 400 square foot office upstairs over his garage.

What did he discover? He discovered the only thing that matters is your market. He discovered it's the market that is the whole deal. He says, (and he's right) *"You have to have people who are hungry, people who are irrational, and I mean literally irrational, that are passionate, that have money, and they're willing to spend the money. They have to have a dire sense of urgency, even desperation about something... and... they have to be reachable!"*

Amen!

Then he says, *"You have to find out what they want and give it to them."* He says if you do this, *"You don't have to fight. There's no battles. No challenges. There's no mountains and obstacles to overcome. You've made it easy, you've stacked all the deck in your favor."*

Amen, again!

Jeff has sold to various markets over the years. But guess who he's selling to now?

Golfers!

Just what is he selling them? A set of golf clubs that will help them achieve a lower score. Just how much are his golf clubs?

$6,000 Per Set!

How does he sell them? With a long copy, direct mail sales letter. That's right... no pictures... no brochures... no nothing except copy.

As he points out, you couldn't do this with a rational market. Golfers are irrational. They'll play in the rain, the snow, they'll buy books, take lessons and, in general, I bet they would jump through hoops of fire if they thought it would take strokes off their game.

So, what you do first is, you get that SRDS mailing list book and read all those mailing list

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descriptions... and... you find yourself a moneyed group of people who are nutso enough about something to spend irrational amounts of money on whatever it is.

What next? You find or create a very expensive product for these people. Listen, since I can already hear you bitchin' about, *"But gee, Gary, I don't know how to do that,"* I am going to figure it out for you. What you are going to sell them is information. If they want to trade commodities, you are going to provide them with very expensive info on how to profitably trade commodities. If they are horny, lonely, affluent males, you are going to offer them expensive info on how to get women. If they are golfers, you're going to sell them expensive info on how to play better golf.

Let's do golfers. What's the expensive info you are going to offer them? Simple. You're going to offer them a high-priced seminar.

But let's say you know nothing about golf. What you do is, you find yourself a personal golf pro (or maybe 5 or 6 golf pros) and you have *them* give the seminar. You advertise this seminar in "Investor's Business Daily"... and... you *play up* the fact the seminar is so expensive. Perhaps your headline will read something like this:

Florida Pro Gives
Most Expensive Seminar In
The History Of Golf!

Maybe your lead-in headline (the smaller one above the main headline) could say:

Would You Be Willing To
Pay $15,000 To Improve
Your Golf Game?

Somewhere in the copy you inform the readers this is a once-in-a-lifetime seminar, it will never be repeated and only 15 students will be accepted. You make this a one column by seven inch ad and it will cost you about 700 smackers. You tell them in the ad to call your recorded message on an 800 number you have set up with ATG Technologies. You arrange to do this by calling ATG at (800) 775-7790 and be sure to ask for Stacy Skinner.

Your recorded message is short, only a minute or two long. It reaffirms how unique this seminar is going to be and tells them to leave their name and address so you can send them full details about the seminar.

Then, of course, you send them a long copy, well-written sales letter that entices at least 15 of them to come to your seminar. Then, you collect $15,000 from each of them and put on your seminar.

Is this how you make your money? Not at all. This is how...

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You Create Your Product!

See, you video and audio tape the seminar and create a written transcript of every word on those tapes. Then you get yourself a good list of golf lunatics... and... you offer this instructional package by sending out direct mail sales letters. You offer your readers a bargain. You offer the seminar tape package at *only half* ($7,500) of what the live attendees had to pay.

Let's do some math. Say it cost you about $300.00 (that's *very* high) to put together a first-class video and audio tape package. Let's say it costs you $600.00 to mail a thousand sales letters to 1,000 golfers. OK, since you make a gross of $7,200 on every sale, that means...

You Only Have To Get
<u>One</u> Sale For Every 12,000
Letters You Mail!

Neat formula, huh? Actually, it's a *great* formula. But now, I'm gonna give you a magic secret that's going to *skyrocket* the profits of this formula. Look, when you hear Jeff Paul talking about the golf clubs he sells, you'll hear him telling how his golf clubs really are the best in the world.

And you know what? I bet they are.

And that's important. It's also important your golf seminar (or whatever other seminar you put on) be absolutely first-class... because you're going to sell them in a unique way. Somewhere, near the end of your sales letter, you're going to have copy that says something like this:

> *"Listen, I know it's hard to believe the tapes a golf seminar could be worth $7,500. So how can I convince you of this? I've thought about this a lot and this is what I've come up with. I'm only going to accept payment for these videos, audios and transcript of the seminar by check. And, I'm going to <u>insist</u> you post-date your check a full 30-days ahead. That way, you'll have over four weeks to watch the tapes and put those techniques to work every time you go out to play a round of golf. Then, if everything I say about these seminar tapes is not true, I will be happy to send back your <u>uncashed</u> check... or... you can simply stop payment on it. I've decided to do this because these tapes really are incredible and, I <u>know</u> you're going to <u>love</u> hem!"*

But wait. Won't this increase your refunds? Yep, it will. It will probably <u>triple</u> them.

But, this technique will also triple your *sales!*

Let's do some more math: Let's say you are averaging about three sales for every 1,000 letters you mail and you have a refund rate of 10%. OK, you mail 10,000 letters which fetch you 30 orders. That's 30 times $7,500 or $225,000. Your mailing will cost you about $6,000 which knocks your take down to $219,000. Also, you've got to shell out $300 apiece to create and mail out 30 tapes which costs you another $9,000 which knocks your take down to $210,000. Now, let's factor in your 10% refund rate. At 10%, you are going to issue a refund on 3 of those

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30 sales. That's $7,500 times 3 or $22,500 which knocks your take all the way down to $187,500.

Not bad, hey? But now let's do it with the post-dated check technique. So now, by tripling sales, you sell 90 sets of tapes instead of 30. But, as I said, your refund rate will triple also and thus your refund rate will jump to 30%. That means you'll have to issue a refund to 27 of those 90 sales. Which leaves you with a net of 63 sales. 63 times $7,500 is $472,500. Your mailout will still cost you the same $6,000 and that knocks your take down to $466,500. And, this time, you had to send out 90 sets of tapes at $300 apiece which comes to $27,000. Subtract that and all you've got left is $439,500.

Without using the post-dated technique, your profits were $187,500.

With the post-dated check technique, your profits jump up to $439,500.

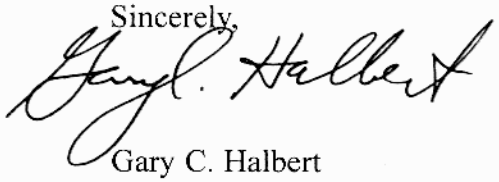
That's A Profit
Increase Of 234%!

Will this technique work? Do it right and you bet your ass it will. Can *you* do something like this? It depends on your mindset. If you think you can do it, it will turn out you are right. If you think you can't do it, it will also turn out you are right.

Well, there you have it. As complete and detailed of a wealth-building formula as you will ever find in any newsletter. Will you do anything with this info? I don't know. It'll take time, energy, a little money... and... *balls!*

You got any?

Sincerely,



Gary C. Halbert
"Master of Subtlety"

P.S. Damn it, I'm not getting enough "bitch" letters. Isn't there something about this issue that offends you? If so, please write me a detailed letter and tell me all about it.

Trust me, I *promise* to give your letter the attention it deserves.

P.S.#2 There's a guy in England named Stuart Goldsmith who writes an incredibly good newsletter. His political slant is slightly to the right of Attila the Hun but, some of his issues are priceless. There's one he wrote recently on goals which can transform your life. Whatever you do, call him and at least buy that one issue. His number is 011-44-1-189-461-246. His fax is 011-44-1-189-462-505. His e-mail is *stuart@medina.demon.co.uk*. His web page is *http://www.stuartgoldsmith.com*.

Peace. And, don't forget...

Be Nice To The *"Scared Shitless"*!

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THE GARY HALBERT LETTER

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From:
South of Jewfish Creek
Wednesday, 9:00 a.m.
June 30, 1999

Dear Friend & Subscriber,

This issue is a continuation of my last issue.

Let's go over what I had to say in that issue:

1. Y2K problems are going to disrupt our economy and create massive financial devastation.

2. As this happens, millions of people are going to lose their jobs and/or businesses and join the ranks of *"the scared shitless."*

3. It is hard to get people who are scared shitless to part with their money.

4. Therefore, you should make as much money as you can... and... you should do it *right away!*

5. The best way to do this is by using direct mail.

6. The first step toward direct mail success is to order the SRDS mailing list book and read the descriptions of all the mailing lists available for you to rent.

7. As you read these list descriptions, you should

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be on the lookout for big lists of PWM's which stands for "Players With Money."

8. PWM's are the easiest people to whom you can market quality products and/or services.

9. If you don't already have a high-priced, quality product or service, you should create an "information type" product.

10. You create this information type product by having an expensive seminar and recording it on audio and video tape.

11. After you've finished creating the product, you should write a long-copy, direct mail sales letter which will induce PWM's to purchase your info product.

12. Your info product should be very high priced and you should only let people buy it by check and you should *insist* all checks be postdated by 30-days.

13. Doing this will likely triple your refunds... but also... it will likely triple your *sales!*

14. When you do the arithmetic, you will find this method of selling to be much more profitable than the normal "payment-with-order" method of doing business.

15. It takes balls to do this.

Still with me? Good. I was going to stop writing if you weren't.

Mushing on: Look, I said doing business this way will likely triple your refund rate. But, I did not say it *has* to triple your refund rate. And, what we are going to do in this issue is examine various ways we can keep your refund rate as low as possible.

First and foremost...

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You Need To Have A Great Product!

A great product doesn't eliminate refunds but, it sure as hell cuts them way down. More than anything, creating a great product is a matter of doing a lot of *work*. If it would normally take 40 hours to create the type of information product you have in mind... *consider putting 100 hours into the development of your product!*

Do you have any clue how much work I put into the writing of each issue of this newsletter? Of course you don't. By the time I'm finished writing it, it reads so easily, it seems like I just "dashed" it off. Not true. The easier something is to read, the more work was put into the writing of it.

If you care, you'll try to get every nuance exactly right.

Remember in the last issue when I referred to you as "Fishface"? Before I settled on that appellation, I thought about referring to you as "Buckwheat," "Asshole, "Dork," "Numnuts," "Yo-Yo," "Friend," "Neophyte," "Student," and dozens of others.

But "Fishface" just seemed to fit, didn't it? It was just derogatory enough for you to know it truly was Gary Halbert writing to you... but... it had a flavor of "tongue-in-cheek" humor to it that reassured you I really do have affection for you and I'm trying the best I can to help you.

Incidentally, peppering these newsletters with "Buckwheat," "Fishface," "Numnuts," etc. dramatically enhances the learning experience. Those words are like a little "mental pinch" that keep you more alert, create a little "emotional jolt" and, liven up whatever message I'm trying to deliver.

But don't you try this. It's dangerous. Especially with new customers. I only use this as an example to help me explain... how... the more work you put into your writing, the more valuable the results will be.

Don't copy me. In fact, don't copy *anyone*. Concentrate more on content than delivery. If the content is there, you can "farm out" the job of putting it into words. However, without good content, the best writer in the world can't produce a first-class product.

You really can't make a silk purse out of a sow's ear.

Remember the Antin brothers? Their newsletters were such a blatant

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knock-off of mine, it *dramatically* weakened the perceived value of them to nearly all their readers.

Not only was their newsletter a knock-off, it was a *bad* knock-off. I don't hate those guys. I actually like them. But, reading their newsletters caused me pain. It made me...

Embarrassed
For Them!

Onward.

Not only should you have a quality product...

You Should
Deliver It Fast!

And, by fast, I mean *fast!* Use *next day morning* Fed Ex. Don't be an anal retentive like Mike Goldstein (Hi, Mike!) and think you are adding to your bottom-line by saving the $10.00 or whatever over what it would have cost you to deliver it by parcel post or UPS Ground.

What you are doing here is sowing "money tree" seeds. All smart people value *time* way more than money. Give your PWM quality... and... give it to him *now!*

Bonding!

Nothing is as overlooked by today's marketers as bonding. *Get up close and personal with your PWM customers!*

Call them the *same day* you get their order and thank them for doing business with you.

Call the day after they receive their product and make sure they got everything.

Here's a trick I learned from Sam Kendes, the most sour-faced man on earth. (Hi, Sam!) Check it out: You keep an atlas of the United States beside your phone. When you are talking to a customer from say... Akron, Ohio... you find out where Akron is in the Atlas (there'll be an icon of a bowling alley where the city is) and you say...

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"Hey, I notice you're from Akron. Isn't that right near Barberton where Gary Halbert grew up?"

Look, if you do a little research, you can find out something interesting enough about the city (or a nearby city) where your PWM lives to get a conversation going.

This is an example of bonding.

Want another? You don't? Well, to hell with you then. I'll go ahead and tell you a little about my trip to Rio last year. First of all, there are seven women for every man. The women are all highly sexed and they will... **WHAT?** Oh, you *do* want another example of bonding? I'm sorry. I must of "misheard" you.

OK, you wait until a week has passed since your customer received your product. Then you call him and tell him you just received a shipment of what may be the world's best putters and you are sending him one free. No strings attached. (This assumes you are selling an info product about golf.)

Then, do it.

A week or two later, send him a totally unexpected, expensive gift like a large, hard-bound book that is a guide to the best golf courses in the world.

Bonding. It works miracles. And, the best bonding technique in the world...

Is To *Sincerely* Care
About Your Customers!

More ways to cut refunds...

Integrate A Celebrity
Into Your Product!

It's harder somehow to "stiff" Ernest Borgnine than it is to stiff you... an unknown, anonymous stranger. By the way, your celebrity doesn't have to be a star of stage, screen or TV. It could be the mayor of your town. Or maybe the police chief. Offer to donate $5,000 to his favorite charity if he will introduce your product on video.

Hey, now here's a *really neat* trick: Let's say your info product

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has to do with playing better golf. Have one of your golf pro's (preferably a "name brand" golfer like Chi Chi Rodriquez) send a personal letter to your customer referencing his town and the golf courses near him. Imagine getting a letter from Chi Chi that says...

Dear Mr. Everett,

I don't know if you've ever played the Fairlawn Divot Course on Market Street. But, since you live in Akron, I thought maybe you play there once in a while.

Anyway, if you ever do play there, watch out for the 11th hole. It's a par three, dog-leg-left and it's only 140 yards. But, since the wind there is almost always coming straight off the tee, the tendency for most golfers is to "underclub" the hole.

Usually, for 140 yards I use an eight iron but, when I'm playing Fairlawn Divot, I always use a seven iron on that darn 11th hole. Also, etc., etc., etc.

More?

Notify Your Customer Of
A Really Valuable Gift He
Will Receive Two Weeks From Today!

If you've been following the time-line I've outlined... this is... one full week after the date his check is cashable!

Hey, you *never* heard stuff this good from any other marketing guru, now did you?

Damn, I'm good. You know, when God made me...

I Think He Was Just
Showing Off!

Oh shut up, you humorless twit. Would you like for me *not* to be arrogant? Gee, then I could write vapid shit like Hershell Gordon

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Lewis or Jeffrey Lant. Oh, excuse me, that's DOCTOR Jeffrey Lant!

Now, there's a true case of "arrogance *without* substance." Strip away the initials after this idiot's name (which is all he's got to credentialize himself) and what you've got left is a virtual parody of professionalism. Call this guy often and tape the conversations. Then you'll have a product you can sell to people who create sitcoms and need tapes to play when they need to create a laugh track.

Hey, can I be bitchy or what? Mama always told me I had a highly developed feminine side. For what it's worth, I think DOCTOR Jeffrey Lant has a *very highly developed* "feminine side."

Enough. It's no fun to go after this guy. He's too easy a target.

Focus Halbert, *focus!* I can see all you readers out there waiting for my next morsel of wisdom. In my mind's eye, you look like little baby birds looking up at me with beaks open.

Never fear. I love you all. I really do. So, let's see if I can drudge up another "worm of wisdom"? Hah! How about *this* one?

You Form A Bond
With A Hungry Banker And
Make Arrangements For
Him To Give You
"Expedited" Check Cashing!

When your customers postdate their checks 30 days, they won't write *"last day to cancel payment on check to Video Golf Instruction"* on their calendar or day timer. People are careless. They don't play "heads up" ball with their personal lives. Don't *you* be sloppy! As they used to say in the MP's, *"You need to 'snap shit' in all your business affairs."*

Anything else? Lord, I could run on forever here. So, I'll give you one more morsel in my never-ending war to try and get your pathetic mind in gear.

Consider Selling
Your Receivables To
A "Factor"!

After you've got some history selling your info product, there are plenty of people (thousands) who would love to have you assign your postdated checks to them. Let's say, using what you've learned in

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this letter, you're able to reduce your refund rate to 15%. Let's say your factor gives you 70% of the value of checks. That's a *great* deal!

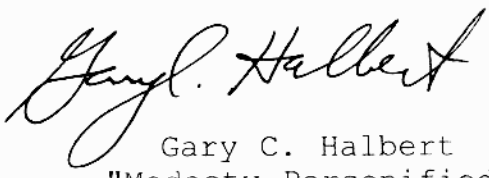
But why? We were talking about a 30% refund rate... and now... by using a factor, once again, we are only collecting 70% of our gross sales. But, there's a BIG difference. You see, now...

We Are Getting
Our Money
Immediately!

Which lets us expand our business much, much faster.

Aw, forget it. G'wan back to *"Baywatch."*

Sincerely,



Gary C. Halbert
"Modesty Personified"

P.S. I may write the best newsletter... but... I don't write the only *really, really* good one. If you're not reading Dan Kennedy's *No B.S. Marketing Letter,* you should be. He's got some brilliant observations. It's good stuff. (Even though he stole it all from me.)

Just kidding, you dummy. You can (and should) subscribe to Dan's letter by calling (602) 997-7707.

P.S.#2 Would you like to hire me to speak in front of your group? I'm not a cheap date... but... *I really deliver!* If you're interested, call (305) 534-7577 and leave a message for Theresa (my Godsend) to call you back.

That's it for this month. Go out and get'em, little fishie. Maybe the swim will be all upstream... but... succeed or fail, just making the attempt makes you a man in my eyes.

Peace.

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THE GARY HALBERT LETTER

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SUITE 905-467
3101 S.W. 34TH AVE.
OCALA, FL 34474-7447

PHONE
(305) 534-7577

FAX
(352) 861-1665

From:
South of Jewfish Creek
Saturday, 10:30 a.m.
July 31, 1999

Dear Friend & Subscriber,

The most valuable skill you can have in today's world... if... you want to become independently wealthy... is... *the ability to write a great sales letter!*

No other skill even comes close.

Now, when I say "sales letter" I do mean conventional direct mail sales letters... but... that same skill is the one you must have to create a great space ad, a great TV commercial, a great website, a great telephone script, etc. It would probably be more accurate to refer to this skill... as... the ability to write a great sales... *message*.

If you have the ability to write a great sales message, you can have all the money you want, all the women you want, all the fame you want... and... all the fun you want.

OK, with all that as preamble, I'd like to say, in my opinion...

There Is Not A Single
Website Designer In The
United States That Knows
What He/She Is Doing!

People who hold themselves out to be website designers SUCK. They know nothing about how to create sales. What they do know is, how to get you to spend an enormous amount of money to have them create for you a so-called "professional" website that will impress people with what a "web-savvy" guy you are.

Everything a website designer will do for you is *stupid*. (NOTE: For our purposes, the definition of "stupid" is "that which hinders sales.") The first sign (usually) your website designer is a sales idiot is... he will tell you he knows ways to get your website included in the "top ten" when somebody uses a search engine to look for something. What this means is, he knows a lot of ways to "trick" people to go to your website. This, in turn, will get you a lot of "visits" or "Hits" as the pros call them. What "HITS" really stands for is... "How Idiots Track Success." Often, you'll hear a not-too-swift website owner say, *"I got 94,000 Hits last week!"*

"Gee," you respond, *"how many sales did you make?"*

"Oh, we can't reveal that," you will hear the person reply.

You're damn right they can't. Who wants to reveal they got 94,000 hits and three $4.95 sales? Doesn't sound so good when you look at it that way, does it?

The second clue (as if one was needed) your professional website designer is a stupid ass is, him constructing your

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site in such a way... that... it takes *forever to load!* He'll put a lot of graphics on your site. A lot of animation. A lot of color photos. A lot of hard-to-read text like light purple words against a dark purple background.

Looky here, Truthseeker, when a person goes to your website, they will be looking for information. Easy-to-access, easy-to-read, easy-to-understand information. All that other shit on your site will irritate readers like crazy.

The next and last major clue your website designer is a stupid idiot will be revealed when he tells you how you should promote your website. Here's the acid test: If he suggests you promote your website by using the Internet (in any fashion whatsoever) he's full of it up to his eyeballs.

And now, we come to a simple, simple truth...

You Can't Be A
Great Website Creator Unless
You Are A Great Copywriter First!

Honey, if you ain't a good copywriter, it is IMPOSSIBLE for you to create a great website. You might be able to create a *great-looking* website, a *fascinating* website, a website which will get people talking, a website which will attract media attention... but... unless you are a great copywriter...

Your Stupid Dipshit
Website Won't Sell A Damned Thing!

Who is the best website creator in the U.S.? What a dumb question! It's me (of course) you dummy. Ah shit, there you are, fully aware of all my past copywriting miracles and you're still wondering, *"Is he still really the best? Is he really up-to-date on making this high-tech Internet stuff work?"*

You insult me. But, I suppose (sigh) I'll have to prove myself once again. OK, Buckwheat, here's a little ad I want you to read.

Free Website Reveals Little-Known Facts About Most Famous Personal Ad Ever Written!

In 1985, a man named Gary was lonely in Los Angeles... so... he decided to write a personal ad.

It was a full-page ad that ran in the Valley Edition of a tabloid-sized paper called "L.A. Weekly"... and... that ad has become the most famous personal ad in history. The response was enormous. He received letters, photographs and even audio tapes from women all over Los Angeles, all over the United States and all over the world.

- The ad was featured on one of the biggest radio stations in Los Angeles (KABC) five different times!
- Several producers wanted to make a movie based on the ad!
- Several other producers wanted to make a TV series based on the ad!
- Several publishers wanted Gary to write a book based on the ad!
- The owners of the now-defunct "Intro" magazine wanted to hire Gary to write for their publication!
- Gary was asked to give an endless series of TV, radio and newspaper interviews based on the ad!
- The ad was used in France to teach English to college students!

And so on.

Gary wasn't interested in any of this. All he wanted was to meet a few special women and put a little spice and romance into his life.

He got what he wanted and he ended up in a seven-year relationship with a beautiful redhead.

But, alas, that relationship has ended... and so... he has written another personal ad. Only this time, it's on the Internet... and... it's probably safe to say, you've never read another personal ad quite like this in your entire life. Some people are saying this man has created the prototype "template" for how quality people will meet other quality people in the first 100-years of the next millennium!

What makes this ad so different? It's impossible to explain. You'll have to read it for yourself to understand. You can do so by getting on the Internet and going to:

www.semihandsomegary.com

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Gosh, that's an intriguing little ad, ain't it? That ad is being used two ways. About 300 of them were prepared in press release format and have been sent to about 300 newspapers. Also, I am paying to run the ad in dozens (if not hundreds) of other publications. That little ad is *forcing tens of thousands* of people to go to my website. What happens when they get there? Well, what they find is a website so-easy-to-access, so-easy-to-read and so-easy-to-understand... and... so *well-written*... they read every word of the very long copy to be found on that site.

Try this test: You go to that site ***(www.semihandsomegary.com)*** and you start reading it... and see... if you can stop reading it.

I bet you can't... because... as a writer... I'm just too damn good to lose any of my readers once I've got them started.

Does Your Website
Have This Kind Of Quality?

I bet it doesn't. Also, I bet the website of your ace "website designer" can't stand up to this kind of competition either.

But, that is a website designed for personal reasons. Could I possibly do as well with a website designed solely for commercial reasons?

Never You Fear My Dear
When Semihandsome Gary Is Here!

Here's another little ad I want you to read. It has already appeared in *Investor's Business Daily* and may appear there again from time to time.

Free Website Reveals How To Make Huge Profits In Nasdaq Stocks During The First 47 Minutes The Market Is Open!

If you trade Nasdaq stocks, this will be the most important message you will ever read.

Here is why: Every morning there is a certain pattern that happens in the Nasdaq market during the first 47-minutes of trading. When you understand this pattern, you can buy stocks at approximately 9:07 a.m. (Eastern Standard Time) and sell at approximately 10:17 a.m. (Eastern Standard Time) and, make substantial profits...

Every Single Day The

Market Is Open!

This does not work with NYSE stocks, AMEX stocks... or... "pink sheet" or OTC:BB stocks. It is only reliable when you are trading Nasdaq stocks. You cannot profit from this system unless you trade online... and... you MUST have the ability to get a live, up-to-the-minute, "auto-refreshing" intraday graph.

However, if you know how to use these simple tools and, you have the ability to focus on the market for approximately one hour each morning, there is no limit to the amount of Nasdaq stock profits you can make. This means you can get out of bed at 9:00 a.m., watch the market and trade until about 10:47... and then... go back to sleep a happier and richer person.

By the way, you also have to watch CNBC from 9:00 a.m. until 9:30 a.m. when the market opens.

Would you like to know how to do this? It's easy to find out. All you have to do is go to a free website, read what it says... and then... you will be ready to start making the most profitable trades of your life. But, you'd better hurry. This message will be removed from the website in just a few more days. Here's the free website address:

www.GHLstockalert.com

This ad was designed to *force* the readers to go to another of my websites and when they got there, here is the message they found:

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Welcome To GHLstockalert!

Here Is A Little-Known Secret That Can Help You Make Serious Profits Trading Nasdaq Stocks!

Imagine the market has closed for the day and a certain stock closed for the session with a price of 20 1/8 per share.

Now imagine, after the market has closed, a sensational news story comes out about that company whose stock closed today at 20 1/8.

Let's say the FDA has given the company in question approval to market an amazing new cure for baldness. This new cure is a simple pill that will grow a full head of hair on a man's head in less than 30 seconds and there are no harmful side effects.

We don't have to guess what is going to happen to the share price of this company's stock. It is literally going to skyrocket in price.

Unfortunately, this jump in price is going to occur before the market opens tomorrow morning... and... before you have a chance to buy that stock at anything approaching the 20 1/8 price where it closed today.

When the story comes out, what will happen is thousands and thousands of people will call their brokers and put in buy orders for Baldness Cure, Inc. Their brokers will be happy to accommodate them and tell their customers they will buy the shares "at market" for them as soon as the market opens tomorrow morning.

Then, in the meantime, all those brokerage houses (who CAN buy stocks before and after the market opens) will purchase huge blocks of Baldness Cure, Inc. for their OWN inventory. And, tomorrow morning, they will open that stock at as high a price as the market will bear.

Let's say that opening price will be approximately $35.00 per share.

This means that many brokers will make as much as $15.00 per share on this stock...

The Very First Minute
The Market Is Open!

And what will happen to the share price of Baldness Cure, Inc. right after the open? The

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answer is simple: It will PLUNGE downward in price. An intraday graph of that stock will look like the graph of a rock that has been thrown off a cliff.

Why will this happen? Because all those brokers who made up to $15.00 per share as soon as the market opened... will now...

"Sell Short" Thousands Of Shares Of That Stock!

This will exert enormous downward pressure on the shares of Baldness Cure, Inc. Now, imagine Ma & Pa Kettle who bought 10,000 shares and are watching those shares drop as much as $7.00 per share... the first few minutes the market is open!

What do they do? They panic! There goes their retirement money. There goes the Winnebago and all those vacations they had planned. They decide to cut their losses, call their broker and enter an hysterical sell order.

The stock plunges down further. Now, it's at $26.00 per share... which is down $9.00 from the opening.

But... all of a sudden it stops falling. The graph will look like it hit a cement floor, flattened out... and then... started to go back up. Why is the price now going up? Because... all those brokers who sold the stock short...

Are Now <u>Covering</u> Their "Shorts."

They have to do this. You see, the price of a company's stock is going to go wherever it deserves to go... and... the brokers can't stop this from happening. What they can do however, is put up temporary "toll-booths" and "speed bumps" every inch of the way.

So, how do you profit from all this? Easy, you turn on CNBC about 9:00 a.m. (East Coast Time) and listen to Marie who will be yelling at your screen from the bowels of the New York Stock Exchange. What she will be yelling about is what different stocks will be doing in "pre-market" Instinet trading. In this case, she will be yelling about how Baldness Cure, Inc. will open 15 points up because of FDA approval for their new cure for baldness.

You don't buy Baldness Cure, Inc. at the open. You watch it. You watch it open high at 35 and then watch it plunge down to maybe 26. Then, you watch the price flatten out and start to go back up.

This Is Your Buy Signal

You buy shares of Baldness Cure, Inc. and watch as the share price starts to go back up. Probably you will be buying at approximately 9:37 East Coast Time.

The stock goes up, stutters and then starts to fluctuate. This is your "SELL" signal...

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and... it will probably happen at approximately somewhere between 10:10 a.m. and 10:20 a.m. East Coast Time.

This phenomenon happens every single trading day of the year. Get a live intraday graph and observe this phenomenon for a few days... and then... after you've observed it 10 or 20 times, you should be able to start making profitable trades based on this phenomenon... every day the market is open!

What you have just read is the SECOND best secret for trading Nasdaq stocks. Is there an even better secret? Yes, there is. The best secret of all is to become a subscriber to our GHLstockalert Announcement List. So far GHLstockalert has notified it's subscribers of 15 different stock picks... and... every single stock had a substantial increase in price within 10 days of GHLstockalert making the recommendation.

That's no guarantee this will continue to happen. Past performance is not a guarantee of future results. However, we challenge anyone... to even come close to us... when it comes to choosing good stocks to buy!

GHLstockalert carries no advertising (you will never see a banner ad on our website) and we NEVER accept money, stock or any other kind of remuneration for making a buy recommendation.

We Are Completely Independent
And There Is No Charge Whatsoever For
Being On Our Email Announcement List

If you trade Nasdaq stocks and you are not signed up as a subscriber to our GHLstockalert Announcement List, you are truly missing the boat. It's easy to sign up. Just click below and sign up right now!

Click Here To Subscribe To The

GHLstockalert Announcement List

As you can see, this copy was designed to convince the reader to sign up as a subscriber to that site... which for reasons I won't go into here... means mucho fungolas for me. By the way, there is now a different message on that particular site which is why I reproduced it for you in this newsletter.

Now, you listen to this: Almost everyone who brags about a website, brags about the "Hits" they are getting. Not me. Instead of telling you about how many visits I got, what I want to tell you is...

40% Of The People
Who Visited This Website
Signed Up As Subscribers!

Do you know how exceptional a 40% "conversion" rate is when you are talking about a website? It's actually

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maybe... *10,000 times higher*... than normal! Why did I get such great results? It's because of the **COPY** on the website! It was the **COPY**... the **COPY**... the **COPY**... the **COPY!**

OK, enough. I've had my fun. My ranting for this issue is finished and I'm going to switch to something of a totally different nature.

My biological father died in 1978. He was only 59. He and I were never really close. However, my Dad had a younger brother named Jack. The first memory I have in my entire life is that of my Uncle Jack taking me for a ride on the handlebars of his bicycle. My Uncle Jack is now 73 years old. He lives down in the Florida Keys with his wife Wanda and they have a super-nice house. We share the house. He and Wanda have the top of the house and I have the bottom.

Jack moved to the Keys because of me. Back in the 70's, I invited him to visit me in Florida, whereupon I took him to Bimini in one of my first boats, the trusty "Chicken-of-the-Sea." Jack loved Bimini, loved Florida and especially, loved the Florida Keys. He returned to "West-By-God-Virginia" just long enough to pack his stuff, move his family down here to the Keys, and has been living here, happy as a pig-in-shit ever since. Jack ran a crawfish boat, dabbled in real estate and spent a lot of time on a floating barge building breakwater jetties in and around the city of Marathon. This means he spent a lot of time in the sun.

Really a lot.

He developed various skin cancers. Most of them were Basil Cell cancers which never spread. But, at least one of them on his back was a Melanoma which was removed in 1996 and covered with a skin graft. They thought they got it all... but... maybe they didn't.

Anyway, about two months ago, Uncle Jack started losing weight and feeling listless... so... he went in for a physical. The X-ray showed spots on his lungs and they scheduled him for an MRI. When the results came back, the doctor wanted a personal consultation with my uncle and Jack asked me to go with him.

I did and, when the doctor came into the room, I knew in a micro-second what the scoop was. The doctor seemed like a good and compassionate man and it was obvious he didn't want to tell my uncle the news. But, of course, eventually, he had no other choice. The short of it is, my Uncle Jack has cancer. In his liver. His kidneys. His adrenals. His pulmonary system. His stomach. His back. Everywhere.

Jack has not been defeated by this. Nor have I. Uncle Jack still takes care of his property, does his chores as best he can and he trucks around with me looking at boats and stuff. He hasn't lost his sense of humor either. The other day I told him, *"Jack, it could be worse."*

"How?" he asked incredulously.

"It could be <u>me</u>!" I replied.

He cracked up with laughter. (By the way, that's an old Johnny Carlton line.)

You know, ever since I can remember, Jack and I have shared a private, secret, inane joke. It's in the form of a question, *"If your Uncle Jack was on a roof and his ladder fell down, would you help your Uncle Jack off?"*

I know, I know. It's incredibly feeble but, it's something Jack and I have laughed about ever since I was a kid.

I don't know where this situation will lead but, I intend to be here for him every step of the journey he needs me.

Oddly, this situation has not depressed me. I don't feel pity for my Uncle Jack and he doesn't want or need any. He's had a good life, he's got a slice more of it left and, the fact of the matter is...

We Are <u>All</u> Terminal

It took J.F.K., Jr. perhaps 45-seconds to go from being on top of the world to the bottom of the sea in a watery

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grave. It took Christopher Reeves a micro-second to go from being Superman to being almost totally paralyzed. If history is any guide, none of us are gonna get out of this alive. Not only that, for many of us, our visit on this ball of mud is going to become agonizingly miserable just when we least suspect it.

Uncle Jack's situation has, in a weird way, "energized" me. I have always had a huge earning capacity but, mostly, I have squandered that capacity, making only enough money to satisfy my current needs and whimsies. (Is that a word, "whimsies"?) I'm in pretty good health (I think, knock on wood) but, the truth is, I could be in a helluva lot better shape. Plus, I'm not having enough fun. I keep putting "having fun" off until I complete some new goal or some series of bullshit chores. Anyhow, I have now made three iron-clad resolutions:

1. ***To Make Really A Lot Of Money And Make It Real Fast!***
2. ***To Get As Healthy And As Physically Fit As I Can Be!***
3. ***To Start Having Some Hard-Core Fun... And... Having It Right Now!***

As far as the fun is concerned, I'm pretty sure my website ***(www.semihandsomegary.com)*** will spice up my life a teensy bit.

As far as getting as healthy and physically fit as I can, I have rented myself a small office (as a hideaway place to write) which is... *right next door*... to the gym where the Nazi Bitch tortures my body.

Finally, as far as making a lot of money... and... making it fast... I guess I'll just go back to doing it one of the main ways I used to do it. In other words, now, for the first time in years, I'm going to take on a few clients so...

- **If you need a sales letter or a space ad written... call me!**
- **If you need a website designed (I'm doing one now for Nascar)... call me!**
- **If you need a telephone consultation... call me!**
- **If you want to visit me here in Florida for a person-to-person consultation... call me!**
- **If you have money and time but no project... call me!** *(I've got some doozies for you to make money with!)*
- **Hell, if you're old, rich, terminally ill and need someone to leave all your fungolas to... then...** ***you <u>be</u> <u>sure</u>*** **to call me!**

Just call **(305) 534-7577** and leave your message for **Roxanne**. She'll call you back and set up an appointment call between us (I refuse to play "telephone tag" any more) and we'll discuss your project. I'll give you my opinion of its viability, whether or not I think I can help you and how much my help will cost you.

Think about it. But...

Don't Think About
It Too Long!

Whenever I announce I am taking on clients again, my schedule fills up real, *real* fast!

Sincerely,

Gary C. Halbert
Web Wizard

P.S. I would have gotten into website marketing earlier... but... I had to wait for Al Gore to invent the Internet first.

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THE GARY HALBERT LETTER

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(352) 861-1665

From:
South of Jewfish Creek
Thursday, 6:30 a.m.
September 30, 1999

Dear Friend & Subscriber,

God has managed to surprise me again.

In last month's newsletter, I wrote all about the "killer" "Master's of the Millennium" seminar I am putting together. I did <u>not</u> give details like where and when I'm going to have the seminar, how much it's going to cost and stuff like that.

As I said in that letter, I wasn't giving out that information because there were details about the seminar I didn't want to reveal to anyone unless they were a <u>serious</u> potential attendee... and... I wanted to have a <u>personal</u> telephone conversation with those particular people.

Well, when I wrote that, there were a few things I did <u>not</u> anticipate.

First, I did not anticipate the sheer number of calls I was going to receive. I haven't given a personal seminar in quite some time and there are <u>many</u> people who would like to attend.

Secondly, I did not anticipate Hurricane Floyd. Most of Floyd's fury missed us here in the Florida Keys... but... as you know... Floyd really tore the ass out of the Eastern Seaboard of the United States. There are still thousands of people without electrical power, basic medical necessities,

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transportation and nearly everything else we have learned to take for granted.

Like phone service.

Many of my subscribers called me from those areas, and then, because of Floyd, it has been difficult or totally impossible to return their calls.

Thirdly, I did not anticipate Tropical Storm Harvey which did slam us here in the Keys. There wasn't a lot of property damage, physical injuries or loss of life but, if you've never experienced one...

I Bet You Have No Clue
Just How Disruptive One
Of These Storms Can Be
To Your Life!

Ah well, it's just that damn "conveyor belt of life" speeding up a little, that's all.

Anyway, because of all this, I am going to reveal all the details of my upcoming seminar right here in this newsletter... because of... the almost dead certainty I will not be able to have a personal conversation with everyone who wants to attend.

The seminar is going to be held at the **Phoenix Airport Hilton Hotel** (whose telephone number is **480/894-1600**) on the **10th, 11th and 12th of December.** In case you don't have a calendar handy, that's a Friday, Saturday and Sunday.

The cost of the seminar is $3,995.00 if you pay by credit card... but... only $3,900.00 if you pay by check or money order.

I'd like to explain the reason for this since it might be something useful for you to know if you have a business of your own. Let's say you have a mail order business and your credit card orders average about $15,000 per month. Then, let's say you decide to put on an expensive seminar... or... you initiate a huge advertising campaign... or... you write all your customers offering them a special deal... to which... they respond in droves.

As a consequence, let's say your credit card orders jump up

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to about $150,000 in one particular 30-day period. Here is what may very well happen: An anal retentive brain-dead bureaucrat who works for the people who process your credit card orders will notice you have a sudden increase in sales which amounts to ten times your normal volume.

You know what that piece of shit will do? He'll put a "freeze" on your merchant account. You won't be able to process any more credit card orders... and... you won't be able to get your hands on the money generated from the credit card orders you have already processed.

It's only fair. After all, anyone who has a sudden increase in sales of 1,000% just has to be doing something wrong. Maybe you're laundering money for drug dealers? Maybe you're processing credit card orders for shady characters who can't get a merchant account themselves? Maybe all these sales are bogus and you are falsifying all those credit card orders?

In any case, Mr. Numnuts will probably <u>not</u> call you to find out what's really going on. He won't initiate any kind of investigation whatsoever. He'll just simply "freeze" your account and basically...

Kidnap
Your Money!

When you go to talk with him about this, you will find him to be a pompous, little asshole full of his own importance... and... even if he believes you are not doing anything wrong...

He Will
Still Hate
Your Guts!

Why? Simply because you are doing something successful, something that indicates to him you are making a lot of money... and... something that brings home to him with great clarity just what a nobody and a loser <u>he</u> really is.

And you, of course, have to be punished for that.

Yes, after everything comes out in the wash, you <u>will</u> get your money back. But in the interim, your business will be crippled for a long period... and... Mr. Numnuts will be gloating all that time you are struggling to keep your business

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alive. That's happened to me three times so far... and... as recently as the first part of this past year.

One time, FOR NO REASON WHATSOEVER, one of those assholes froze $125,000 of mine for an entire year... and... they even collected interest on that money while it was in "escrow." But, of course, that interest was not passed on to me! (Nor will it be to you.)

Actually, my problems with these jerks have been relatively minor. This stuff happens every day. I have friends and clients who've had more than a million dollars kidnapped by these scumbags of the "Merchant Account Mafia."

So yes, even though I can accept credit card orders, I really would prefer you pay by check or money order.

By the way, in last month's letter, I did tell you about almost everything you will learn at my upcoming seminar. However, there is one little thing I was holding out as a "surprise." But, due to the circumstances, I guess I may as well go ahead and reveal it here and now...

I Am Going To Teach All My Attendees How To Set Up An Immediately-Profitable Website... With A Start-Up Cost Of Less Than $300.00!

Come closer. Pay attention here. When I say "profitable," I mean profitable! Depending on the health of your "greed glands" this is something you can use to make anywhere from a few hundred bucks per day up to more than a million dollars a month.

Not only that, if you are a real hustler, you can have this website up and running with money flowing to you in about five days from the time the seminar is over!

I am not kidding. This is for real.

So, if you want to come to my seminar, you can use the enclosed order form and register by either faxing it to us at **352/861-1665**... or... mailing it to us in the enclosed self-addressed reply envelope.

One other thing: I am now about to do something I am going to

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HATE myself for doing. Namely this: Due to Hurricane Floyd and all the other "acts of God" which have happened since my last newsletter, I am going to give out my personal telephone number (the one that rings six inches from my right hand) for anyone who... for real... needs to ask me questions about the seminar. Here it is...

1-305-289-3316

Let's mush on. As I write this, I'm sitting in one of the public libraries in Monroe County and I have a number of newspaper articles in front of me. One of them appeared in the September 22, 1999 edition of USA Today. The headline says, ***"2000 'Bug' Unlikely To Disappear!"***

Here are a few scattered quotes from that article:

> ***"...experts, including some of the government's top advisors are sticking to their recommendation that people be ready with extra food, water and cash..."***
>
> ***"...the Senate says that local and regional power outages remain a distinct possibility..."***
>
> ***"...as of June, only 37% of all emergency systems were ready..."***
>
> ***"...the Senate says 670 airports remain at risk..."***

The Senate report released "grades" of the overall quality of Y2K readiness in eight sectors. They did it with a "star rating" system with five stars being the best rating a sector could have. Here's how it shapes up: Financial Services is the only sector that got a five-star rating. Telecommunications and Utilities both got a four-star rating. Transportation, Business and Government Services all got a three-star rating. And Health Care? Only a lousy two stars!

There was one more sector identified as "International" that also got only a two-star rating. Now listen up: If you can "read-between-the-lines," that's the most frightening revelation of all. Basically, what it translates to is this:

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As Of January 1, 2000 A Great Deal Of All The Business We Do With Other Countries, Is Going To Go... Right Into The Toilet!

To all those government bureaucrats who are now admitting Y2K is, indeed, going to be a serious problem, I'd like to say this: **"No shit, Dick Tracy."**

More: Here's a little something from yesterday's (9/29/99) Miami Herald which I think is remarkably revealing about the times we live in. It's a tiny, three paragraph article buried way back in the "Siberian Pages" of the paper. Here's the entire story:

Police Chief Admits To Molesting 7 Boys

Lawrenceville, VA -- The Police Chief of a farming town and a local electrician have admitted molesting seven boys between the ages of 9 and 16.

Mark D. Harvey, 30, Police Chief of Alberta for three years, pleaded guilty to 13 charges of forcible sodomy and aggravated sexual assault. The assaults took place between December, 1997 and last February. Michael Lee Knight, 41, pleaded guilty to 14 similar counts.

Harvey was placed on unpaid suspension after his arrest. Sentencing was scheduled for December 16.

I consider stories like this to be so revealing because of

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the publicity they do **NOT** get. Can you imagine what a sensation this story would have been 30 years ago? Now, it's not even enough to earn the bad guys their allotted "15 minutes of fame." Why? Because stuff like this is so commonplace! There are so many stories these days about priests molesting choirboys, politicians stealing money, parents abusing their children, wars breaking out in Bosnia, Kosovo, East Timor (and other places we never even knew existed), we have become "numb" to the atrocities of the modern world.

Believe it or not, this has a lot to do with marketing. It reveals how clever we've got to be now just to get a moment of someone's attention.

Remember how I predicted a few issues ago that gold would likely be going for as much as $1,000 an ounce next January? Well, it has already started to happen. The price of gold just had its biggest one-day jump in 13-years. Who's doing all the buying? European Central Banks, that's who.

Those guys are smart. Don't tell them Y2K is just going to be a little "bump-in-the-road." They KNOW what's coming! Incidentally, these guys realize gold is not an inflation hedge; it's a panic hedge.

And boy, are we ever about to experience a worldwide panic! I think it's going to be exciting as hell (for those of us who understand what's happening.)

Speaking of gold, what about the stock market? I don't know exactly where it will be when you read this letter but, today, as I write this...

The Stock Market Just
Experienced Its Biggest
One-Week Point Loss
In History!

Doesn't stuff like this take the wind out of my new stock trading system? Not at all. With my system, you NEVER invest in the so-called "market"... instead... you invest in individual stocks about which there is really HOT news! Like, for example, Foundry Networks (FDRY) that makes equipment which runs Internet service providers such as America Online.

This stock is a rarity among internet stocks... because.. it is actually profitable! So, when the company decided to go

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public (right in the midst of one of the biggest stock market declines in history) the price of each of its shares enjoyed a 525% 1-day gain. In case you're interested...

That's A Gain Of
$131.25 Per Share
In One Single Day!

You know what? If you don't come to my seminar, you are truly a dummy.

Sincerely,

Gary C. Halbert
"Modesty Personified"

P.S. I can't tell you how much I appreciate all the compassionate letters I've received about my Uncle Jack and my daughter, Cindy. Those letters are precious (and nourishing) to me.

Thank you so much.

You know, I work as hard as I can to come off as an arrogant, conceited, insufferable jerk. But, damnit, so many of my readers (like Conrad Adelman for example) are such caring people, it makes it really difficult for me to maintain that position so I can do my job properly.

How insensitive.

P.P.S. Oh, I almost forgot. As I told everyone I could reach by phone about my seminar, there is one additional "surprise." If you register for my seminar <u>right now</u>, you can bring one extra person (like your spouse, your friend or your business partner)... <u>for free</u>! But you've got to do it immediately because I'm keeping this seminar small... so... I can give each individual paid attendee <u>personal</u> attention.

Peace.

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THE GARY HALBERT LETTER

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From:
South of Jewfish Creek
Saturday, 1:15 p.m.
October 30, 1999

Dear Friend & Subscriber,

We're getting close!

As I write this, there's only 62 days left until we enter a brand new century. You know what else? If you knew what I know right now... those 62 days... would be... *way more time*... than you would need to make more than enough money to live in luxury for all the rest of your days.

I have discovered what I believe to be the easiest, most foolproof way to make huge wads of money than anyone previously has even dreamed about. It is so simple I could teach you how to do it in less than 10 minutes. It is 100 times more profitable than dealing drugs... yet... it is 100% legal. It works faster than a girl from Hooters could seduce Bill Clinton. (I just can't make myself refer to him as *President* Clinton.) It requires no employees, no talent, almost no investment, no thought... and... believe it or not... practically no effort whatsoever. The cash-flow from using this secret is as automatic and as consistent as sunrise. It is one of those things which is so simple and so obvious (once you know the trick) it will make you want to smack yourself in the head because you didn't see it... when... all the time... it was right there in front of you.

That's the good news.

The bad news is...

I'm Never Going To Write About
This Is My Newsletter!

Why am I being such a shit about this? The answer is simple: Remember how I said I wanted to

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do one last seminar before the end of this century that would go down in history as the most valuable seminar of the last 100 years? Well, this is the money-making secret I am going to reveal that is going to help me make that goal come true.

But you know something? When I think about it, I am convinced I have *already* given the best seminar of the 20th Century. It was held almost exactly 10 years ago in Los Angeles at the Century Plaza Hotel and it was called... appropriately enough...

The Seminar
Of The Century!

That seminar was 100% sold out and the cost to attend was $6,250. I think everyone who attended that seminar... or... has heard the audio tapes of it will agree... it was simply the best money-making seminar... *ever!*

Can I beat it?

Yep.

But, there's only one way: You see, the quality of the info I delivered in that 1989 seminar cannot be topped. Neither can the personalized attention I gave every attendee. I doubt there will ever be a seminar that delivers more or better ideas. So, the way I figure it, the only way I can top my 1989 seminar is to deliver a money-making secret that has... as its main claim to fame...

Utter Simplicity!

How simple is it? I'm glad you asked. If you come to this seminar, here is what will happen: The seminar will start at 9:00 a.m. on Friday, December 10th. At that time, I will be on stage and I will start talking about this special secret. At approximately 9:15 I will <u>stop</u> talking about this secret. Why? Simply because, there will be nothing else to tell you. Nothing more you need to learn. If, for some reason, you don't want to stick around for the rest of the seminar (it ends on Sunday, the 12th) you can walk out of the room, go home and start making money hand-over-fist just as fast as your little heart desires. It's really true; after only 15 minutes, you honestly will know *everything* you need to know to make this work.

One more thing: *This* part of the seminar will <u>NOT</u> be taped. The rest of the seminar (after the first 15 minutes) will be taped and, those tapes will be available for purchase. But, those first 15 minutes? No way, Jose. This dealybop is just too damn good to share with "wanna-be's." This is truly the best money-making secret (probably in all of history) and, if you want to know all about it, you now have a very clear choice...

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**You Can Arrange For Yourself To
Be In That Room... Or... You
Can Choose To Be Left In The Dark!**

It's up to you.

All of which brings me to the subject of this month's newsletter which is directly related to everything I've just written. I am about to illuminate something you really, really need to think about. Listen: In only 365 days from today, one more year will have passed into history. No matter who you are, 365 days is all you are going to get in the next year. By the way, that comes out to 8,760 hours... or 525,600 minutes... or... 31,536,000 seconds.

Now, let's say you are rich as hell and you are willing to pay dearly to have more time in the coming year than other people. Let's say you want just 10 extra minutes and you are willing to pay one million dollars for each of those 10 minutes.

You can't buy them. They're not for sale.

You couldn't even buy *one* extra second... for 100 *billion* dollars. Time is not for sale. Not at *any* price. During the next year, nobody is going to have more time than you and nobody (except those who go to "Check-out City") is going to have less.

So what? Well, here is the "so what" of it: The difference from where you are right now, today... and where... you will be 1-year from today, depends on one thing and one thing only. It depends on...

**What You Do With Those
8,760 Hours You've Got To Work
With In The Next Year!**

What you think about isn't going to produce any change whatsoever. What you plan isn't going to create any change either. How you feel isn't going to make a difference. What you read; what you learn; what you study; what you discover... none of these things... none whatsoever... is going to make a scintilla of difference about where you are 1-year from today. Get this straight in your head: The only thing (except for pure happenstance) that is going to make any difference at all in your life... is...

What You *Do!*

So, what *are* you going to do with those 8,760 hours you've got to work with in the coming

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year? Actually, what you are going to do with a lot of those hours is outside your control. For example: You've almost got to spend approximately 2,920 of those hours sleeping. True, you could sleep less... but... that will almost certainly be counter-productive. The most recent research indicates the vast majority of Americans need MORE than eight hours of sleep per day... and yet... most of us get less.

Which, of course, makes us a nation of people who are sleep deprived... and... sleep deprived people suffer from fuzzy thinking, make bad decisions, and are more at risk for all types of health problems.

Whatever you do, don't try to become more productive by getting less sleep. That tactic will backfire on you. By the way, domestic housecats sleep an average of 16 hours per day and lions in the wild sleep an average of 20. It is my belief, the happiest mammals on earth are domestic housecats. As I see it, the only possible exception is a dolphin or a porpoise. (Same thing.) I live less than a mile from the world-famous "Dolphin Institute" and dolphins, like housecats, are truly happy campers.

They might be even happier than housecats. Here's why: I bet you didn't know it... but...

Dolphins Are The Most Sexually Active Mammals On Earth!

Honest-to-God. Believe it or not, if you happen to find yourself in the ocean with a pod of bottle-nosed dolphins, you don't have to worry about them hurting you... but... they will make an attempt to screw your brains out.

I'm not kidding. Ask any dolphin expert. Hey, why do you think Flipper and all his buddies are always grinning anyway?

Pressing on: After deducting the time we need to spend sleeping, we're down to 5,840 hours to work with in the coming year. Let's say you are neither rich, retired nor retarded. That means you've got to spend a significant amount of time earning enough fungolas to support yourself and your family. To do this, let's say you work the proverbial 40 hours per week. Also, you've got to get ready for work, get to work and get home from work. Some of you have a long commute, some are lucky enough to work at home... but... I'm going to decide arbitrarily, we need to add an average of 10 hours per week to get ready, and get to and from work. Let's give you a two week yearly vacation... which means... you are going to use up 2,500 of your hours (50 hours per week times 50 weeks per year) on work-related activities.

We are now down to 3,340 hours we've got left in the coming year.

Ah, but we ain't at the end of our deductions yet. No Sir. But rather than belabor the obvious, let's make one sizable deduction for what I will designate as **"Absolute Necessities of Life."** This

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might include playing with your kids, giving time and support to your spouse and friends, brushing your teeth, shopping for groceries, getting your car repaired, shaving, taking some "down time" to let yourself recharge and so on. The time necessary to take care of the **"Absolute Necessities of Life"** will, of course, vary from individual to individual... but... I can't even imagine this taking anyone (who actually has a life) less than 3 to 4 hours per day so... this means... we're going to have to whack off at least another 2,000 hours from the stash of time we're allotted for the coming year.

I'm going to stop with these deductions. You've got the idea by now, don't you Boopsie?

Let us inch a bit closer to the truth: You really do not have 8,760 hours to decide what to do with in the coming year. In truth, with so many of your hours already "spoken for," you probably don't even have 1,000 "discretionary" hours to decide what to do with in the next year. That gives you something like 2 hours and 42 minutes per day with which you have to work to change your life for the better.

And, I feel certain, most of you have lives so jam-packed that... the truth is... you only have a fraction of even that small amount of "discretionary" time each day. And, I bet whatever amount of discretionary time you do have, I bet you use almost none of it to seriously advance the quality of your life. And, if you care... if you *truly* care... about elevating your status and achieving your goals...

This Has Got To Stop!

You simply *must* use your discretionary time intelligently... or else... you don't have a rat's ass of a chance of getting anywhere that's worth being.

So, what do you do first? I'm gonna tell you but, before I do, I want to make an important observation: Many people hate it when I write newsletters like this. These readers don't want to get the fundamentals right... no... they want to skip right to the "details." But your life is *already* filled with details... none of which... are doing doodley squat to enhance your life. You cannot intelligently decide which details you should really attend to... unless... you are clear and accurate about what your guiding fundamentals must be.

Here's something else: Success is not complicated. It is simple. The real answers are... *so simple*... they are downright corny. But simple *does not mean easy*. Running the Boston Marathon is very simple. All you have to do is keep putting one foot in front of the other for 26+ miles.

Simple as pie. Hard as hell.

I want you to be one of the "Masters of the Millennium." I want you to achieve more in the year 2,000 than you have achieved in all the previous years of your life. That means you've got a lot of details to attend to in the year 2,000... plus... you've got to attend to the *right* details. I've got less

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than two months to help you get this in laser-sharp focus. Let's see if I can get a commitment from you. Just for approximately the next 30-days. Just from the time you read this letter and the time you read next month's. This commitment will cost you maybe $20.00 or $30.00 and will take *less than five minutes* of your time for each of the next 30-days.

Here's all I'm going to ask you to do: Go to a local drug store, a Radio Shack or wherever and get yourself an el cheapo, microcassette tape recorder and 30 of those little bitty microcassettes.

Keep your el cheapo recorder with you all the time and use one microcassette each day to keep a "time diary." Use it approximately once every hour of your waking hours. Your audio entries should only take *seconds*. They should be something like this:

"2:15 to 3:10: Had cavity filled by Doc Megapain."

"3:10 to 3:40: Drove back to office."

"3:40 to 5:30: Returned phone calls at work from customers with routine questions."

Etc., etc., etc.

That's all I want you to do. I know, I know. You're way ahead of me. You already know what this is all about. You already know the basics of my evil scheme to change your life for the better.

Bullshit.

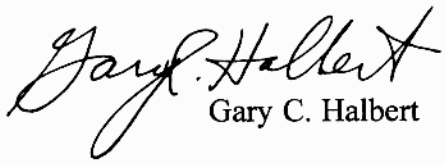
You don't have a clue. Please just trust me on this. All you've got to lose is $20 or $30 and a couple or three hours out of one lousy month.

All you've got to gain is everything you've ever lusted for.

Look, stop thinking you're so damn sophisticated. So damn smart. So far above doing a simple exercise like this. Let me tell you something...

You Don't Know Shit!
Give Me A Chance To Help You!

Sincerely,



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P.S. I don't think I have ever given a seminar that is more important than the one I am putting on

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December 10, 11 and 12 at the Phoenix Airport Hilton Hotel in Arizona... and... I have never had such a difficult time talking with people interested in coming to the seminar. I first announced the seminar in my September newsletter and I asked anyone interested in attending to call and talk with me personally. Many people called and left messages but I was able to only talk with about half of them. Then along came Hurricane Floyd which ruined (for quite some time) any communication possibilities between myself and my readers on the Eastern seaboard of the United States.

So, in last month's newsletter, I gave out my personal telephone number so readers interested in attending the seminar could call me direct. As I explained, that phone rings right at my desk and if I am not in the office, there is an answering machine hooked up to handle the calls. Well, right after I gave out that number, we had another hurricane (Irene) that came through the Keys and made an absolute direct hit on the area where I live and work. Fortunately, Irene did not knock out the telephone system. No, instead she knocked out our entire electrical power supply.

As if that wasn't enough, Hurricane Irene brought so much rain, the property where I was living with my aunt and uncle was literally turned into what I call "Lake Halbert." I actually have photos of myself paddling a boat in the driveway and the yard surrounding the house. My aunt and uncle occupy the top half of the house and, until Irene, I occupied the bottom half. My half of the house was completely flooded by the hurricane and we had no warning from the weather bureau this storm was going to hit us. I went to sleep one night and when I woke up the next morning and put my feet on the floor to get out of bed, I was standing in water. Many of my possessions and furniture were literally floating throughout the apartment.

My aunt and uncle are putting their house up for sale (it's a hell of a good buy if you want to live in the Florida Keys) and I've had to vacate my portion of the house. I'm going to be living on a large houseboat (47') which I bought recently in a little town near Cape Canaveral. My houseboat was previously owned by an astronaut and he kept it in excellent condition. It's an ocean-going houseboat with plenty of living room and it even has its own washer and dryer plus a small office I'm going to use as my on-board computer room. I'm waiting for my boat to be delivered here and, until then, I am living in a motel right on U.S. 1 about half a mile from the world-famous Dolphin Institute.

Back to the phone scenario... because of all this lousy weather, people who tried to call me at the number I gave out in last month's newsletter would just get a phone that would ring and ring and ring and never be answered because there was no electrical power to operate the answering machine hooked up to the phone. When there finally was power, everything was so flooded out and I was so busy saving what possessions I could, I often couldn't get to the office for days on end.

So now, if you want to attend the seminar, I'm going to give you another number which

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rings directly at my desk... but... if I'm not there to answer the phone, you can leave a message (one that will actually reach me) because this phone is equipped with Ma Bell's voicemail. This means if you call me and I'm not there to get the call, I'll get your message even if we should lose electrical power... or... even if we should get flooded again.

A TIP: If you happen to live, as I do, in an area that often experiences violent weather, I suggest you get rid of any electrically operated answering machines you might be using and use voicemail provided by your local telephone company instead.

For whatever it's worth, the last four months have produced the most consistent period of bad weather this part of Florida has experienced in more than a century. We have had almost nothing but constant hurricanes and tropical storms. I read in the "Miami Herald" we are now at the tail end of the rainy season... but... Mother Nature is delivering us one last slap in the face in the form of Tropical Storm Katrina.

But wait. What am I saying? It ain't over till the fat lady sings and for hurricane season... that's not until November 30!

Well anyway, if you haven't signed up for the seminar and you'd like to attend... but... you'd like to speak with me first, here is the new number for you to call...

(305) 289-7798

If you're interested, please call soon because... there's not much room or time left. I just want to be fair and give all my readers an opportunity to talk with me if they have questions.

Now, if we can just keep Lenny, Maria, Nate, Ophelia, Philippe, Rita, Stan, Tammy, Vince and Wilma (the rest of the 1999 hurricane names just waiting for a storm to attach themselves to)... if we can just keep *these* bastards out of our hair... perhaps... we can... maybe... make a couple of staggering steps in a forward direction.

Peace.

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THE GARY HALBERT LETTER

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From:
Phoenix Airport Hilton Hotel
Room 535
Monday, 7:35 a.m.
December 13, 1999

Special
November/December, 1999
Double Edition

Dear Friend & Subscriber,

It is December 13th and just one day after I finished giving my **"Masters of the Millennium Seminar"** here at the Phoenix Airport Hilton Hotel in Phoenix, Arizona.

The information and secrets I revealed at that seminar were so unique and so valuable, it left all my attendees nearly speechless. I think it is fair to say... because of *that* seminar... a very high percentage of my attendees...

Are Going To Become Multi-Millionaires
In The Next Few Months!

Here is one of the first things I revealed to my attendees: I started by asking all of them to imagine they worked at a racetrack in some capacity. Maybe they had to clean out the stables, maybe they had to serve drinks at the bar, maybe their job was to sweep up the losing tickets and other litter.

But, in any case, after awhile, they became aware of a few, select individuals who were getting "inside" tips on races that were "fixed." These special individuals only made bets on those "fixed" races and they made huge amounts of money. These "fixed" races were paying off 10 to 1, 20 to 1, 5 to 1 and so on.

Sooner or later, my attendees would make friends with some of these lucky individuals and get around to telling them how they would like to get in on a little piece of this action. To make a long story short, the "powers-that-be" decide to let my attendees in on just one "fixed" race per day. They tell my attendees they are NOT going to get paid off BIG. No 20 to 1's, 10 to 1's or anything like that. The horses they bet on *are* going to win (after all, the races are "fixed")... but... the attendee is going to be able to collect only 10% profit on whatever he bets on each race. Everything over 10% has to be "kicked-back" to the guy who gave him the tip.

However, his or her first bet can be as high as $10,000 and he or she can keep re-betting the original $10,000 plus the 10% winnings on each bet every day after that.

My attendees are not very happy with this situation. After all, they are only making 20 cents on every $2 ticket they purchase... but... a lousy 10% is better than nothing. They bet $10,000 the first day, win and collect the 10% profit ($1,000). The second day, they bet the original $10,000 plus the 10% they won yesterday. They decide to do this for a full year and, re-bet the original $10,000 plus the 10% they are winning every day. I will now show you how their income will increase each day for the next year:

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$10,000 At 10% For One Year

Day	Amount	Day	Amount	Day	Amount	Day	Amount
1	$ 10,000	38	$ 340,068	75	$ 11,563,658	112	$ 393,210,052
2	$ 11,000	39	$ 374,075	76	$ 12,720,024	113	$ 432,531,057
3	$ 12,100	40	$ 411,483	77	$ 13,992,026	114	$ 475,784,163
4	$ 13,310	41	$ 452,631	78	$ 15,391,229	115	$ 523,362,579
5	$ 14,641	42	$ 497,894	79	$ 16,930,352	116	$ 575,698,837
6	$ 16,105	43	$ 547,683	80	$ 18,623,387	117	$ 633,268,721
7	$ 17,716	44	$ 602,451	81	$ 20,485,726	118	$ 696,595,593
8	$ 19,488	45	$ 662,696	82	$ 22,534,299	119	$ 766,255,152
9	$ 21,437	46	$ 728,966	83	$ 24,787,729	120	$ 842,880,667
0	$ 23,581	47	$ 801,863	84	$ 27,266,502	121	$ 927,168,734
11	$ 25,939	48	$ 882,049	85	$ 29,993,152	122	$ 1,019,885,607
12	$ 28,533	49	$ 970,254	86	$ 32,992,467	123	$ 1,121,874,167
13	$ 31,386	50	$ 1,067,279	87	$ 36,291,714	124	$ 1,234,061,583
14	$ 34,525	51	$ 1,174,007	88	$ 39,920,885	125	$ 1,357,467,741
15	$ 37,978	52	$ 1,291,408	89	$ 43,912,974	126	$ 1,493,214,515
16	$ 41,776	53	$ 1,420,549	90	$ 48,304,271	127	$ 1,642,535,966
17	$ 45,954	54	$ 1,562,604	91	$ 53,134,698	128	$ 1,806,789,562
18	$ 50,549	55	$ 1,718,864	92	$ 58,448,168	129	$ 1,987,468,518
19	$ 55,604	56	$ 1,890,750	93	$ 64,292,985	130	$ 2,186,215,369
20	$ 61,614	57	$ 2,079,825	94	$ 70,722,284	131	$ 2,404,836,905
21	$ 67,280	58	$ 2,287,808	95	$ 77,794,512	132	$ 2,645,320,595
22	$ 74,008	59	$ 2,516,589	96	$ 85,573,963	133	$ 2,909,852,654
23	$ 81,409	60	$ 2,768,248	97	$ 94,131,359	134	$ 3,200,837,919
24	$ 89,550	61	$ 3,045,073	98	$ 103,544,495	135	$ 3,520,921,710
25	$ 98,505	62	$ 3,349,580	99	$ 113,898,945	136	$ 3,873,013,881
26	$ 108,356	63	$ 3,684,538	100	$ 125,288,840	137	$ 4,260,315,269
27	$ 119,192	64	$ 4,052,992	101	$ 137,817,724	138	$ 4,686,346,795
28	$ 131,111	65	$ 4,458,291	102	$ 151,599,496	139	$ 5,154,981,474
29	$ 144,222	66	$ 4,904,120	103	$ 166,759,446	140	$ 5,670,479,621
30	$ 158,644	67	$ 5,394,532	104	$ 183,435,391	141	$ 6,237,527,583
31	$ 174,508	68	$ 5,933,985	105	$ 201,778,930	142	$ 6,861,280,341
32	$ 191,959	69	$ 6,527,384	106	$ 221,956,823	143	$ 7,547,408,375
33	$ 211,155	70	$ 7,180,122	107	$ 244,152,505	144	$ 8,302,149,212
34	$ 232,271	71	$ 7,898,134	108	$ 268,567,756	145	$ 9,132,364,133
35	$ 255,498	72	$ 8,687,947	109	$ 295,424,532	146	**Calculator Exploded!**
36	$ 281,048	73	$ 9,556,742	100	$ 324,966,985		
37	$ 309,153	74	$ 10,512,416	111	$ 357,463,684		

Holy Shit! My students can't even finish out the year unless he or she gets a bigger calculator. As you can see, on day 145...

They Have Already Accumulated
Almost 10 Billion Dollars!

But wait. The "higher ups" decide my students are making way too much money... so... they cut the percentage my students are allowed to keep in half... and now... my students are only permitted to keep five percent of the winnings. Below you'll see what the numbers look like when my students are only allowed to make half (5%) and re-bet of what they were previously allowed:

$10,000 At 5% For One Year

Day	Amount	Day	Amount	Day	Amount	Day	Amount
1	$ 10,000	3	$ 11,025	5	$ 12,155	7	$ 13,401
2	$ 10,500	4	$ 11,576	6	$ 12,763	8	$ 14,071

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$10,000 At 5% For One Year (continued)

Day	Amount	Day	Amount	Day	Amount	Day	Amount
9	$ 14,775	69	$ 276,000	129	$ 5,155,465	189	$ 96,299,913
10	$ 15,514	70	$ 289,800	130	$ 5,413,238	190	$ 101,114,909
11	$ 16,290	71	$ 304,290	131	$ 5,683,900	191	$ 106,170,654
12	$ 17,105	72	$ 319,505	132	$ 5,968,095	192	$ 111,479,187
13	$ 17,960	73	$ 335,480	133	$ 6,266,500	193	$ 117,053,146
14	$ 18,858	74	$ 352,254	134	$ 6,579,825	194	$ 122,905,803
15	$ 19,801	75	$ 369,867	135	$ 6,908,816	195	$ 129,051,093
16	$ 20,791	76	$ 388,360	136	$ 7,254,257	196	$ 135,503,648
17	$ 21,831	77	$ 407,778	137	$ 7,616,970	197	$ 142,278,830
18	$ 22,923	78	$ 428,167	138	$ 7,997,819	198	$ 149,392,772
19	$ 24,069	79	$ 449,575	139	$ 8,397,710	199	$ 156,862,411
20	$ 25,272	80	$ 472,054	140	$ 8,817,596	200	$ 164,705,532
21	$ 26,536	81	$ 495,657	141	$ 9,258,476	201	$ 172,940,809
22	$ 27,863	82	$ 520,440	142	$ 9,721,400	202	$ 181,587,849
23	$ 29,256	83	$ 546,462	143	$ 10,207,470	203	$ 190,667,241
24	$ 30,719	84	$ 573,785	144	$ 10,717,844	204	$ 200,200,603
25	$ 32,255	85	$ 602,474	145	$ 11,253,736	205	$ 210,210,633
26	$ 33,868	86	$ 632,598	146	$ 11,816,423	206	$ 220,721,165
27	$ 35,561	87	$ 664,228	147	$ 12,407,244	207	$ 231,757,223
28	$ 37,339	88	$ 697,439	148	$ 13,027,606	208	$ 243,345,084
29	$ 39,206	89	$ 732,311	149	$ 13,678,986	209	$ 255,512,338
30	$ 41,166	90	$ 768,927	150	$ 14,362,935	210	$ 268,287,955
31	$ 43,224	91	$ 807,373	151	$ 15,081,082	211	$ 281,702,353
32	$ 45,385	92	$ 847,742	152	$ 15,835,136	212	$ 295,787,471
33	$ 47,654	93	$ 890,129	153	$ 16,626,893	213	$ 310,576,845
34	$ 50,037	94	$ 934,635	154	$ 17,458,238	214	$ 326,105,687
35	$ 52,539	95	$ 981,367	155	$ 18,331,150	215	$ 342,410,971
36	$ 55,166	96	$ 1,030,435	156	$ 19,247,708	216	$ 359,531,520
37	$ 57,924	97	$ 1,081,957	157	$ 20,210,093	217	$ 377,508,096
38	$ 60,820	98	$ 1,136,055	158	$ 21,220,598	218	$ 396,383,501
39	$ 63,861	99	$ 1,192,858	159	$ 22,281,628	219	$ 416,202,676
40	$ 67,054	100	$ 1,252,501	160	$ 23,395,709	220	$ 437,012,810
41	$ 70,407	101	$ 1,315,126	161	$ 24,565,494	221	$ 458,863,451
42	$ 73,927	102	$ 1,380,882	162	$ 25,793,769	222	$ 481,806,624
43	$ 77,623	103	$ 1,449,926	163	$ 27,083,457	223	$ 505,896,955
44	$ 81,504	104	$ 1,522,422	164	$ 28,437,630	224	$ 531,191,803
45	$ 85,579	105	$ 1,598,543	165	$ 29,859,512	225	$ 557,751,393
46	$ 89,858	106	$ 1,678,470	166	$ 31,352,488	226	$ 585,638,963
47	$ 94,351	107	$ 1,762,394	167	$ 32,920,112	227	$ 614,920,911
48	$ 99,069	108	$ 1,850,514	168	$ 34,566,118	228	$ 645,666,957
49	$ 104,022	109	$ 1,943,040	169	$ 36,294,424	229	$ 677,950,305
50	$ 109,223	110	$ 2,040,192	170	$ 38,109,145	230	$ 711,847,820
51	$ 114,684	111	$ 2,142,202	171	$ 40,014,602	231	$ 747,440,211
52	$ 120,418	112	$ 2,249,312	172	$ 42,015,332	232	$ 784,812,222
53	$ 126,439	113	$ 2,361,778	173	$ 44,116,099	233	$ 824,052,833
54	$ 132,761	114	$ 2,479,867	174	$ 46,321,904	234	$ 865,255,475
55	$ 139,399	115	$ 2,603,860	175	$ 48,637,999	235	$ 908,518,249
56	$ 146,369	116	$ 2,734,053	176	$ 51,069,899	236	$ 953,944,161
57	$ 153,687	117	$ 2,870,756	177	$ 53,623,394	237	$ 1,001,641,369
58	$ 161,371	118	$ 3,014,294	178	$ 56,304,564	238	$ 1,051,723,437
59	$ 169,401	119	$ 3,165,009	179	$ 59,119,792	239	$ 1,104,309,608
60	$ 177,912	120	$ 3,323,259	180	$ 62,075,782	240	$ 1,159,525,088
61	$ 186,808	121	$ 3,489,422	181	$ 65,179,571	241	$ 1,217,501,342
62	$ 196,148	122	$ 3,663,893	182	$ 68,438,550	242	$ 1,278,376,409
63	$ 205,955	123	$ 3,847,088	183	$ 71,860,478	243	$ 1,342,295,229
64	$ 216,253	124	$ 4,039,442	184	$ 75,453,502	244	$ 1,409,409,990
65	$ 227,066	125	$ 4,241,414	185	$ 79,226,177	245	$ 1,479,880,489
66	$ 238,419	126	$ 4,453,485	186	$ 83,187,486	246	$ 1,553,874,513
67	$ 250,340	127	$ 4,676,159	187	$ 87,346,860	247	$ 1,631,568,238
68	$ 262,857	128	$ 4,909,967	188	$ 91,714,203	248	$ 1,713,146,649

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$10,000 At 5% For One Year (continued)

Day	Amount	Day	Amount	Day	Amount	Day	Amount
249	$ 1,798,803,981	259	$ 2,930,062,134	269	$ 4,772,762,460	279	$ 7,774,327,121
250	$ 1,888,744,180	260	$ 3,076,565,240	270	$ 5,011,400,583	280	$ 8,163,043,477
251	$ 1,983,181,389	261	$ 3,230,393,502	271	$ 5,261,970,612	281	$ 8,571,195,650
252	$ 2,082,340,458	262	$ 3,391,913,177	272	$ 5,525,069,142	282	$ 8,999,755,432
253	$ 2,186,457,480	263	$ 3,561,508,835	273	$ 5,801,322,599	283	$ 9,449,743,203
254	$ 2,295,780,354	264	$ 3,739,584,276	274	$ 6,091,388,728	284	$ 9,922,230,363
255	$ 2,410,569,371	265	$ 3,926,563,489	275	$ 6,395,958,164	285	**Calculator Exploded!**
256	$ 2,531,097,839	266	$ 4,122,891,663	276	$ 6,715,756,072		
257	$ 2,657,652,730	267	$ 4,329,036,246	277	$ 7,051,543,875		
258	$ 2,790,535,366	268	$ 4,545,488,058	278	$ 7,404,121,068		

Holy Shit again! My attendees still can't finish out the year unless they get a bigger calculator. The good news is, they still make nearly 10 *billion* dollars. But now, as sad as it happens to be...

They Have To Wait An Entire 285 Days
To Accumulate Their Lousy 10 Billion!

Damn, this really sucks, doesn't it? To make matters worse, the dirty bastards they're working with cut the amount of winnings my students are allowed to keep down to 4%. Here's what the numbers look like now that they've been cut to only 4%:

$10,000 At 4% For One Year

Day	Amount	Day	Amount	Day	Amount	Day	Amount
1	$ 10,000	26	$ 26,656	51	$ 71,057	76	$ 189,421
2	$ 10,400	27	$ 27,722	52	$ 73,899	77	$ 196,998
3	$ 10,816	28	$ 28,831	53	$ 76,855	78	$ 204,878
4	$ 11,249	29	$ 29,984	54	$ 79,929	79	$ 213,073
5	$ 11,699	30	$ 31,183	55	$ 83,126	80	$ 221,596
6	$ 12,167	31	$ 32,430	56	$ 86,451	81	$ 230,460
7	$ 12,654	32	$ 33,727	57	$ 89,909	82	$ 239,678
8	$ 13,160	33	$ 35,076	58	$ 93,505	83	$ 249,265
9	$ 13,686	34	$ 36,479	59	$ 97,245	84	$ 259,236
10	$ 14,233	35	$ 37,938	60	$ 101,135	85	$ 269,605
11	$ 14,802	36	$ 39,456	61	$ 105,180	86	$ 280,389
12	$ 15,394	37	$ 41,034	62	$ 109,387	87	$ 291,605
13	$ 16,010	38	$ 42,675	63	$ 113,762	88	$ 303,269
14	$ 16,650	39	$ 44,382	64	$ 118,312	89	$ 315,400
15	$ 17,316	40	$ 46,157	65	$ 123,044	90	$ 328,016
16	$ 18,009	41	$ 48,003	66	$ 127,966	91	$ 341,137
17	$ 18,729	42	$ 49,923	67	$ 133,085	92	$ 354,782
18	$ 19,478	43	$ 51,920	68	$ 138,408	93	$ 368,973
19	$ 20,257	44	$ 53,997	69	$ 143,944	94	$ 383,732
20	$ 21,067	45	$ 56,157	70	$ 149,702	95	$ 399,081
21	$ 21,910	46	$ 58,403	71	$ 155,690	96	$ 415,044
22	$ 22,786	47	$ 60,739	72	$ 161,918	97	$ 431,646
23	$ 23,697	48	$ 63,169	73	$ 168,395	98	$ 448,912
24	$ 24,645	49	$ 65,696	74	$ 175,131	99	$ 466,868
25	$ 25,631	50	$ 68,324	75	$ 182,136	100	$ 485,543

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$10,000 At 4% For One Year (continued)

Day	Amount	Day	Amount	Day	Amount	Day	Amount
101	$ 504,965	162	$ 5,524,543	223	$ 60,440,779	284	$ 661,247,055
102	$ 525,164	163	$ 5,745,525	224	$ 62,828,410	285	$ 687,696,937
103	$ 546,171	164	$ 5,975,346	225	$ 65,372,746	286	$ 715,204,814
104	$ 568,018	165	$ 6,214,360	226	$ 67,987,656	287	$ 743,813,007
105	$ 590,739	166	$ 6,462,934	227	$ 70,707,162	288	$ 773,565,527
106	$ 614,369	167	$ 6,721,451	228	$ 73,535,448	289	$ 804,508,148
107	$ 638,944	168	$ 6,990,309	229	$ 76,476,866	290	$ 836,688,474
108	$ 664,502	169	$ 7,269,921	230	$ 79,535,941	291	$ 870,156,013
109	$ 691,082	170	$ 7,560,718	231	$ 82,717,379	292	$ 904,962,254
110	$ 718,725	171	$ 7,863,147	232	$ 86,026,074	293	$ 941,160,744
111	$ 747,474	172	$ 8,177,673	233	$ 89,467,117	294	$ 978,807,174
112	$ 777,373	173	$ 8,504,780	234	$ 93,045,802	295	$ 1,017,959,460
113	$ 808,468	174	$ 8,844,971	235	$ 96,767,634	296	$ 1,058,677,838
114	$ 840,807	175	$ 9,198,770	236	$ 100,638,339	297	$ 1,101,024,951
115	$ 874,439	176	$ 9,566,721	237	$ 104,663,873	298	$ 1,145,065,949
116	$ 909,417	177	$ 9,949,390	238	$ 108,850,428	299	$ 1,190,868,586
117	$ 945,794	178	$ 10,347,366	239	$ 113,204,445	300	$ 1,238,503,329
118	$ 983,626	179	$ 10,761,261	240	$ 117,732,623	301	$ 1,288,043,462
119	$ 1,022,971	180	$ 11,191,711	241	$ 122,441,928	302	$ 1,339,565,200
120	$ 1,063,890	181	$ 11,639,379	242	$ 127,339,605	303	$ 1,393,147,808
121	$ 1,106,446	182	$ 12,104,954	243	$ 132,433,189	304	$ 1,448,873,720
122	$ 1,150,704	183	$ 12,589,152	244	$ 137,730,517	305	$ 1,506,828,668
123	$ 1,196,732	184	$ 13,092,718	245	$ 143,239,738	306	$ 1,567,101,814
124	$ 1,244,601	185	$ 13,616,427	246	$ 148,969,328	307	$ 1,629,785,886
125	$ 1,294,385	186	$ 14,161,084	247	$ 154,928,101	308	$ 1,694,977,321
126	$ 1,346,160	187	$ 14,727,527	248	$ 161,125,225	309	$ 1,762,776,413
127	$ 1,400,006	188	$ 15,316,628	249	$ 167,570,234	310	$ 1,833,287,469
128	$ 1,456,006	189	$ 15,929,293	250	$ 174,273,043	311	$ 1,906,618,967
129	$ 1,514,246	190	$ 16,566,465	251	$ 181,243,965	312	$ 1,982,883,725
130	$ 1,574,816	191	$ 17,229,124	252	$ 188,493,724	313	$ 2,062,199,074
131	$ 1,637,809	192	$ 17,918,289	253	$ 196,033,473	314	$ 2,144,687,036
132	$ 1,703,321	193	$ 18,635,021	254	$ 203,874,812	315	$ 2,230,474,517
133	$ 1,771,454	194	$ 19,380,422	255	$ 212,029,804	316	$ 2,319,693,497
134	$ 1,842,312	195	$ 20,155,639	256	$ 220,510,996	317	$ 2,412,481,236
135	$ 1,916,004	196	$ 20,961,865	257	$ 229,331,436	318	$ 2,508,980,485
136	$ 1,992,644	197	$ 21,800,340	258	$ 238,504,693	319	$ 2,609,339,704
137	$ 2,072,350	198	$ 22,672,354	259	$ 248,044,881	320	$ 2,713,713,292
138	$ 2,155,244	199	$ 23,579,248	260	$ 257,966,676	321	$ 2,822,261,823
139	$ 2,241,454	200	$ 24,522,418	261	$ 268,285,343	322	$ 2,935,152,295
140	$ 2,331,112	201	$ 25,503,315	262	$ 279,016,757	323	$ 3,052,558,386
141	$ 2,424,356	202	$ 26,523,448	263	$ 290,177,427	324	$ 3,174,660,721
142	$ 2,521,330	203	$ 27,584,386	264	$ 301,784,524	325	$ 3,301,647,149
143	$ 2,622,183	204	$ 28,687,761	265	$ 313,855,905	326	$ 3,433,713,034
144	$ 2,727,070	205	$ 29,835,271	266	$ 326,410,141	327	$ 3,571,061,555
145	$ 2,836,153	206	$ 31,028,682	267	$ 339,466,547	328	$ 3,713,904,017
146	$ 2,949,599	207	$ 32,269,829	268	$ 353,045,209	329	$ 3,862,460,177
147	$ 3,067,583	208	$ 33,560,622	269	$ 367,167,017	330	$ 4,016,958,584
148	$ 3,190,286	209	$ 34,903,047	270	$ 381,853,698	331	$ 4,177,636,927
149	$ 3,317,897	210	$ 36,299,169	271	$ 397,127,846	332	$ 4,344,742,404
150	$ 3,450,613	211	$ 37,751,136	272	$ 413,012,960	333	$ 4,518,532,100
151	$ 3,588,638	212	$ 39,261,181	273	$ 429,533,478	334	$ 4,699,273,384
152	$ 3,732,184	213	$ 40,831,628	274	$ 446,714,817	335	$ 4,887,244,319
153	$ 3,881,471	214	$ 42,464,893	275	$ 464,583,410	336	$ 5,082,734,091
154	$ 4,036,730	215	$ 44,163,489	276	$ 483,166,746	337	$ 5,286,043,454
155	$ 4,198,199	216	$ 45,930,025	277	$ 502,493,416	338	$ 5,497,485,192
156	$ 4,366,127	217	$ 47,767,226	278	$ 522,593,153	339	$ 5,717,384,599
157	$ 4,540,772	218	$ 49,677,915	279	$ 543,496,879	340	$ 5,946,079,982
158	$ 4,722,403	219	$ 51,665,032	280	$ 565,236,754	341	$ 6,183,923,181
159	$ 4,911,299	220	$ 53,731,633	281	$ 587,846,224	342	$ 6,431,280,108
160	$ 5,107,751	221	$ 55,880,898	282	$ 611,360,073	343	$ 6,688,531,312
161	$ 5,312,061	222	$ 58,116,134	283	$ 635,814,476	344	$ 6,956,072,564

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$10,000 At 4% For One Year (continued)

Day	Amount	Day	Amount	Day	Amount	Day	Amount
345	$ 7,234,315,466	348	$ 8,137,621,031	351	$ 9,153,716,942	354	**Calculator Exploded!**
346	$ 7,523,688,084	349	$ 8,463,125,872	352	$ 9,519,865,619		
347	$ 7,824,635,607	350	$ 8,801,650,906	353	$ 9,900,660,243		

Ah, nuts. As you can see, it now takes 354 days... or... **Almost The Whole Damn Year**... before the student can get his mitts on that 10 billion smackeroos he is working so hard to accumulate. And then, the rotten scum giving the attendee the inside info elects to cut the profits of my student all the way down to a pitiful 3%. This is going to be very depressing... but... just for the hell of it, let's take a look at the numbers with my attendee only making 3% on all his bets:

$10,000 At 3% For One Year

Day	Amount	Day	Amount	Day	Amount	Day	Amount
1	$ 10,000	40	$ 31,670	79	$ 100,293	118	$ 317,629
2	$ 10,300	41	$ 32,620	80	$ 103,302	119	$ 327,158
3	$ 10,609	42	$ 33,599	81	$ 106,401	120	$ 336,973
4	$ 10,927	43	$ 34,607	82	$ 109,593	121	$ 347,082
5	$ 11,255	44	$ 35,645	83	$ 112,881	122	$ 357,494
6	$ 11,593	45	$ 36,714	84	$ 116,267	123	$ 368,219
7	$ 11,941	46	$ 37,815	85	$ 119,755	124	$ 379,266
8	$ 12,299	47	$ 38,949	86	$ 123,348	125	$ 390,644
9	$ 12,668	48	$ 40,117	87	$ 127,048	126	$ 402,363
10	$ 13,048	49	$ 41,321	88	$ 130,859	127	$ 414,434
11	$ 13,439	50	$ 42,561	89	$ 134,785	128	$ 426,867
12	$ 13,842	51	$ 43,838	90	$ 138,829	129	$ 439,673
13	$ 14,257	52	$ 45,153	91	$ 142,994	130	$ 452,863
14	$ 14,685	53	$ 46,508	92	$ 147,284	131	$ 466,449
15	$ 15,126	54	$ 47,903	93	$ 151,703	132	$ 480,442
16	$ 15,580	55	$ 49,340	94	$ 156,254	133	$ 494,855
17	$ 16,047	56	$ 50,820	95	$ 160,942	134	$ 509,701
18	$ 16,528	57	$ 52,345	96	$ 165,770	135	$ 524,992
19	$ 17,024	58	$ 53,915	97	$ 170,743	136	$ 540,742
20	$ 17,535	59	$ 55,532	98	$ 175,865	137	$ 556,964
21	$ 18,061	60	$ 57,198	99	$ 181,141	138	$ 573,673
22	$ 18,603	61	$ 58,914	100	$ 186,575	139	$ 590,883
23	$ 19,161	62	$ 60,681	101	$ 192,172	140	$ 608,609
24	$ 19,736	63	$ 62,501	102	$ 197,937	141	$ 626,867
25	$ 20,328	64	$ 64,376	103	$ 203,875	142	$ 645,673
26	$ 20,938	65	$ 66,307	104	$ 209,991	143	$ 665,043
27	$ 21,566	66	$ 68,296	105	$ 216,291	144	$ 684,994
28	$ 22,213	67	$ 70,345	106	$ 222,780	145	$ 705,544
29	$ 22,879	68	$ 72,455	107	$ 229,463	146	$ 726,710
30	$ 23,565	69	$ 74,629	108	$ 236,347	147	$ 748,511
31	$ 24,272	70	$ 76,868	109	$ 243,437	148	$ 770,966
32	$ 25,000	71	$ 79,174	110	$ 250,740	149	$ 794,095
33	$ 25,750	72	$ 81,549	111	$ 258,262	150	$ 817,918
34	$ 26,523	73	$ 83,995	112	$ 266,010	151	$ 842,456
35	$ 27,319	74	$ 86,515	113	$ 273,990	152	$ 867,730
36	$ 28,139	75	$ 89,110	114	$ 282,210	153	$ 893,762
37	$ 28,983	76	$ 91,783	115	$ 290,676	154	$ 920,575
38	$ 29,852	77	$ 94,536	116	$ 299,396	155	$ 948,192
39	$ 30,748	78	$ 97,372	117	$ 308,378	156	$ 976,638

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$10,000 At 3% For One Year (continued)

Day	Amount	Day	Amount	Day	Amount	Day	Amount
157	$ 1,005,937	210	$ 4,818,854	263	$ 23,084,307	316	$ 110,583,346
158	$ 1,036,115	211	$ 4,963,420	264	$ 23,776,836	317	$ 113,900,846
159	$ 1,067,198	212	$ 5,112,323	265	$ 24,490,141	318	$ 117,317,871
160	$ 1,099,214	213	$ 5,265,693	266	$ 25,224,845	319	$ 120,837,407
161	$ 1,132,190	214	$ 5,423,664	267	$ 25,981,590	320	$ 124,462,529
162	$ 1,166,156	215	$ 5,586,374	268	$ 26,761,038	321	$ 128,196,405
163	$ 1,201,141	216	$ 5,753,965	269	$ 27,563,869	322	$ 132,042,297
164	$ 1,237,175	217	$ 5,926,584	270	$ 28,390,785	323	$ 136,003,566
165	$ 1,274,290	218	$ 6,104,382	271	$ 29,242,509	324	$ 140,083,673
166	$ 1,312,519	219	$ 6,287,513	272	$ 30,119,784	325	$ 144,286,183
167	$ 1,351,895	220	$ 6,476,138	273	$ 31,023,378	326	$ 148,614,768
168	$ 1,392,452	221	$ 6,670,422	274	$ 31,954,079	327	$ 153,073,211
169	$ 1,434,226	222	$ 6,870,535	275	$ 32,912,701	328	$ 157,665,407
170	$ 1,477,253	223	$ 7,076,651	276	$ 33,900,082	329	$ 162,395,369
171	$ 1,521,571	224	$ 7,288,951	277	$ 34,917,084	330	$ 167,267,230
172	$ 1,567,218	225	$ 7,507,620	278	$ 35,964,597	331	$ 172,285,247
173	$ 1,614,235	226	$ 7,732,849	279	$ 37,043,535	332	$ 177,453,804
174	$ 1,662,662	227	$ 7,964,834	280	$ 38,154,841	333	$ 182,777,418
175	$ 1,712,542	228	$ 8,203,779	281	$ 39,299,486	334	$ 188,260,741
176	$ 1,763,918	229	$ 8,449,892	282	$ 40,478,471	335	$ 193,908,563
177	$ 1,816,836	230	$ 8,703,389	283	$ 41,692,825	336	$ 199,725,820
178	$ 1,871,341	231	$ 8,964,491	284	$ 42,943,610	337	$ 205,717,595
179	$ 1,927,481	232	$ 9,233,426	285	$ 44,231,918	338	$ 211,889,123
180	$ 1,985,305	233	$ 9,510,429	286	$ 45,558,876	339	$ 218,245,797
181	$ 2,044,864	234	$ 9,795,742	287	$ 46,925,642	340	$ 224,793,171
182	$ 2,106,210	235	$ 10,089,614	288	$ 48,333,411	341	$ 231,536,966
183	$ 2,169,396	236	$ 10,392,302	289	$ 49,783,413	342	$ 238,483,075
184	$ 2,234,478	237	$ 10,704,071	290	$ 51,276,915	343	$ 245,637,567
185	$ 2,301,512	238	$ 11,025,193	291	$ 52,815,222	344	$ 253,006,694
186	$ 2,370,557	239	$ 11,355,949	292	$ 54,399,679	345	$ 260,596,895
187	$ 2,441,674	240	$ 11,696,627	293	$ 56,031,669	346	$ 268,414,802
188	$ 2,514,924	241	$ 12,047,526	294	$ 57,712,619	347	$ 276,467,246
189	$ 2,590,372	242	$ 12,408,952	295	$ 59,443,998	348	$ 284,761,263
190	$ 2,668,083	243	$ 12,781,221	296	$ 61,227,318	349	$ 293,304,101
191	$ 2,748,125	244	$ 13,164,658	297	$ 63,064,138	350	$ 302,103,224
192	$ 2,830,569	245	$ 13,559,598	298	$ 64,956,062	351	$ 311,166,321
193	$ 2,915,486	246	$ 13,966,386	299	$ 66,904,744	352	$ 320,501,311
194	$ 3,002,951	247	$ 14,385,378	300	$ 68,911,886	353	$ 330,116,350
195	$ 3,093,040	248	$ 14,816,939	301	$ 70,979,243	354	$ 340,019,841
196	$ 3,185,831	249	$ 15,261,447	302	$ 73,108,620	355	$ 350,220,436
197	$ 3,281,406	250	$ 15,716,290	303	$ 75,301,879	356	$ 360,727,049
198	$ 3,379,848	251	$ 16,190,869	304	$ 77,560,935	357	$ 371,548,860
199	$ 3,481,243	252	$ 16,676,595	305	$ 79,887,763	358	$ 382,695,326
200	$ 3,585,680	253	$ 17,176,893	306	$ 82,284,396	359	$ 394,176,186
201	$ 3,693,250	254	$ 17,692,200	307	$ 84,752,928	360	$ 406,001,472
202	$ 3,804,048	255	$ 18,222,966	308	$ 87,295,516	361	$ 418,181,516
203	$ 3,918,169	256	$ 18,769,655	309	$ 89,914,381	362	$ 430,726,961
204	$ 4,035,714	257	$ 19,332,745	310	$ 92,611,812	363	$ 443,648,770
205	$ 4,156,785	258	$ 19,912,727	311	$ 95,390,166	364	$ 456,958,233
206	$ 4,281,489	259	$ 20,510,109	312	$ 98,251,871	365	$ 470,666,980
207	$ 4,409,934	260	$ 21,125,412	313	$ 101,199,427		
208	$ 4,542,232	261	$ 21,759,174	314	$ 104,235,410		
209	$ 4,678,499	262	$ 22,411,949	315	$ 107,362,472		

Shit! Shit! Shit! Now, my student has to make bets for the entire year... and... he doesn't even end up with one lousy billion fungolas. In fact, as you can see, after... **An Entire Year**... of spending an exhausting 15 minutes every day... making lousy 3% profit bets... he ends up the year with only...

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A Pathetic 470 Million Dollars And Change!

Man oh man, my student's getting down to nothing but seeds and stems now, ain't he? Hell, we may as well play this pattern out. Let's see what happens if his winnings are sliced down to 2%:

$10,000 At 2% For One Year

Day	Amount	Day	Amount	Day	Amount	Day	Amount
1	$ 10,000	54	$ 28,561	107	$ 81,577	160	$ 233,013
2	$ 10,200	55	$ 29,132	108	$ 83,209	161	$ 237,673
3	$ 10,404	56	$ 29,715	109	$ 84,873	162	$ 242,426
4	$ 10,612	57	$ 30,309	110	$ 86,570	163	$ 247,275
5	$ 10,824	58	$ 30,915	111	$ 88,301	164	$ 252,221
6	$ 11,040	59	$ 31,533	112	$ 90,067	165	$ 257,265
7	$ 11,261	60	$ 32,164	113	$ 91,868	166	$ 262,410
8	$ 11,486	61	$ 32,807	114	$ 93,705	167	$ 267,658
9	$ 11,716	62	$ 33,463	115	$ 95,579	168	$ 273,011
10	$ 11,950	63	$ 34,132	116	$ 97,491	169	$ 278,471
11	$ 12,189	64	$ 34,815	117	$ 99,441	170	$ 284,040
12	$ 12,433	65	$ 35,511	118	$ 101,430	171	$ 289,721
13	$ 12,682	66	$ 36,221	119	$ 103,459	172	$ 295,515
14	$ 12,936	67	$ 36,945	120	$ 105,528	173	$ 301,425
15	$ 13,195	68	$ 37,684	121	$ 107,639	174	$ 307,454
16	$ 13,459	69	$ 38,438	122	$ 109,792	175	$ 313,603
17	$ 13,728	70	$ 39,207	123	$ 111,988	176	$ 319,875
18	$ 14,003	71	$ 39,991	124	$ 114,228	177	$ 326,273
19	$ 14,283	72	$ 40,791	125	$ 116,513	178	$ 332,798
20	$ 14,569	73	$ 41,607	126	$ 118,843	179	$ 339,454
21	$ 14,860	74	$ 42,439	127	$ 121,220	180	$ 346,243
22	$ 15,157	75	$ 43,288	128	$ 123,644	181	$ 353,168
23	$ 15,460	76	$ 44,154	129	$ 126,117	182	$ 360,231
24	$ 15,769	77	$ 45,037	130	$ 128,639	183	$ 367,436
25	$ 16,084	78	$ 45,938	131	$ 131,212	184	$ 374,785
26	$ 16,406	79	$ 46,857	132	$ 133,836	185	$ 382,281
27	$ 16,734	80	$ 47,794	133	$ 136,513	186	$ 389,927
28	$ 17,069	81	$ 48,750	134	$ 139,243	187	$ 397,726
29	$ 17,410	82	$ 49,725	135	$ 142,028	188	$ 405,681
30	$ 17,758	83	$ 50,720	136	$ 144,869	189	$ 413,795
31	$ 18,113	84	$ 51,734	137	$ 147,766	190	$ 422,071
32	$ 18,475	85	$ 52,769	138	$ 150,721	191	$ 430,512
33	$ 18,845	86	$ 53,824	139	$ 153,735	192	$ 439,122
34	$ 19,222	87	$ 54,900	140	$ 156,810	193	$ 447,904
35	$ 19,606	88	$ 55,998	141	$ 159,946	194	$ 456,862
36	$ 19,998	89	$ 57,118	142	$ 163,145	195	$ 465,999
37	$ 20,398	90	$ 58,260	143	$ 166,408	196	$ 475,319
38	$ 20,806	91	$ 59,425	144	$ 169,736	197	$ 484,825
39	$ 21,222	92	$ 60,614	145	$ 173,131	198	$ 494,522
40	$ 21,646	93	$ 61,826	146	$ 176,594	199	$ 504,412
41	$ 22,079	94	$ 63,063	147	$ 180,126	200	$ 514,500
42	$ 22,521	95	$ 64,324	148	$ 183,729	201	$ 524,790
43	$ 22,971	96	$ 65,610	149	$ 187,404	202	$ 535,286
44	$ 23,430	97	$ 66,922	150	$ 191,152	203	$ 545,992
45	$ 23,899	98	$ 68,260	151	$ 194,975	204	$ 556,912
46	$ 24,377	99	$ 69,625	152	$ 198,875	205	$ 568,050
47	$ 24,865	100	$ 71,018	153	$ 202,853	206	$ 579,411
48	$ 25,362	101	$ 72,438	154	$ 206,910	207	$ 590,999
49	$ 25,869	102	$ 73,887	155	$ 211,048	208	$ 602,819
50	$ 26,386	103	$ 75,365	156	$ 215,269	209	$ 614,875
51	$ 26,914	104	$ 76,872	157	$ 219,574	210	$ 627,173
52	$ 27,452	105	$ 78,409	158	$ 223,965	211	$ 639,716
53	$ 28,001	106	$ 79,977	159	$ 228,444	212	$ 652,510

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$10,000 At 2% For One Year (continued)

Day	Amount	Day	Amount	Day	Amount	Day	Amount
213	$ 665,560	252	$ 1,440,764	291	$ 3,118,888	330	$ 6,751,596
214	$ 678,871	253	$ 1,469,579	292	$ 3,181,266	331	$ 6,886,628
215	$ 692,448	254	$ 1,498,971	293	$ 3,244,891	332	$ 7,024,361
216	$ 706,297	255	$ 1,528,950	294	$ 3,309,789	333	$ 7,164,848
217	$ 720,423	256	$ 1,559,529	295	$ 3,375,985	334	$ 7,308,145
218	$ 734,831	257	$ 1,590,720	296	$ 3,443,505	335	$ 7,454,308
219	$ 749,528	258	$ 1,622,534	297	$ 3,512,375	336	$ 7,603,394
220	$ 764,519	259	$ 1,654,985	298	$ 3,582,623	337	$ 7,755,462
221	$ 779,809	260	$ 1,688,085	299	$ 3,654,275	338	$ 7,910,571
222	$ 795,405	261	$ 1,721,847	300	$ 3,727,361	339	$ 8,068,782
223	$ 811,313	262	$ 1,756,284	301	$ 3,801,908	340	$ 8,230,158
224	$ 827,539	263	$ 1,791,410	302	$ 3,877,946	341	$ 8,394,761
225	$ 844,090	264	$ 1,827,238	303	$ 3,955,505	342	$ 8,562,656
226	$ 860,972	265	$ 1,863,783	304	$ 4,034,615	343	$ 8,733,909
227	$ 878,191	266	$ 1,901,059	305	$ 4,115,307	344	$ 8,908,587
228	$ 895,755	267	$ 1,939,080	306	$ 4,197,613	345	$ 9,086,759
229	$ 913,670	268	$ 1,977,862	307	$ 4,281,565	346	$ 9,268,494
230	$ 931,943	269	$ 2,017,419	308	$ 4,367,196	347	$ 9,453,864
231	$ 950,582	270	$ 2,057,767	309	$ 4,454,540	348	$ 9,642,941
232	$ 969,594	271	$ 2,098,922	310	$ 4,543,631	349	$ 9,835,800
233	$ 988,986	272	$ 2,140,900	311	$ 4,634,504	350	$ 10,032,516
234	$ 1,008,766	273	$ 2,183,718	312	$ 4,727,194	351	$ 10,233,166
235	$ 1,028,941	274	$ 2,227,392	313	$ 4,821,738	352	$ 10,437,829
236	$ 1,049,520	275	$ 2,271,940	314	$ 4,918,173	353	$ 10,646,586
237	$ 1,070,510	276	$ 2,317,379	315	$ 5,016,536	354	$ 10,859,518
238	$ 1,091,920	277	$ 2,363,727	316	$ 5,116,867	355	$ 11,076,708
239	$ 1,113,758	278	$ 2,411,002	317	$ 5,219,204	356	$ 11,298,242
240	$ 1,136,033	279	$ 2,459,222	318	$ 5,323,588	357	$ 11,524,207
241	$ 1,158,754	280	$ 2,508,406	319	$ 5,430,060	358	$ 11,754,691
242	$ 1,181,929	281	$ 2,558,574	320	$ 5,538,661	359	$ 11,989,785
243	$ 1,205,568	282	$ 2,609,745	321	$ 5,649,434	360	$ 12,229,581
244	$ 1,229,679	283	$ 2,661,940	322	$ 5,762,423	361	$ 12,474,173
245	$ 1,254,273	284	$ 2,715,179	323	$ 5,877,671	362	$ 12,723,656
246	$ 1,279,358	285	$ 2,769,483	324	$ 5,995,224	363	$ 12,978,129
247	$ 1,304,945	286	$ 2,824,873	325	$ 6,115,128	364	$ 13,237,692
248	$ 1,331,044	287	$ 2,881,370	326	$ 6,237,431	365	$ 13,502,446
249	$ 1,357,665	288	$ 2,938,997	327	$ 6,362,180		
250	$ 1,384,818	289	$ 2,997,777	328	$ 6,489,424		
251	$ 1,412,514	290	$ 3,057,733	329	$ 6,619,212		

Quadruple Shit! After re-betting $10,000 plus the 2% winnings for an entire 365 days... **An Entire Year Of His Life**... all my poor student got was a little over a piddling 13-1/2 million smackeroos.

Ah, hell with it. Let's step all the way down to the bottom of the ladder to a paltry 1%. Here's the shameful numbers with which we are now dealing:

$10,000 At 1% For One Year

Day	Amount	Day	Amount	Day	Amount	Day	Amount
1	$ 10,000	6	$ 10,510	11	$ 11,045	16	$ 11,609
2	$ 10,100	7	$ 10,615	12	$ 11,155	17	$ 11,725
3	$ 10,201	8	$ 10,721	13	$ 11,267	18	$ 11,842
4	$ 10,303	9	$ 10,828	14	$ 11,380	19	$ 11,960
5	$ 10,406	10	$ 10,936	15	$ 11,494	20	$ 12,080

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$10,000 At 1% For One Year (continued)

Day	Amount	Day	Amount	Day	Amount	Day	Amount
21	$ 12,201	81	$ 22,164	141	$ 40,266	201	$ 73,152
22	$ 12,323	82	$ 22,386	142	$ 40,669	202	$ 73,884
23	$ 12,446	83	$ 22,610	143	$ 41,076	203	$ 74,623
24	$ 12,570	84	$ 22,836	144	$ 41,487	204	$ 75,369
25	$ 12,696	85	$ 23,064	145	$ 41,902	205	$ 76,123
26	$ 12,823	86	$ 23,295	146	$ 42,321	206	$ 76,884
27	$ 12,951	87	$ 23,528	147	$ 42,744	207	$ 77,653
28	$ 13,081	88	$ 23,763	148	$ 43,171	208	$ 78,430
29	$ 13,212	89	$ 24,001	149	$ 43,603	209	$ 79,214
30	$ 13,344	90	$ 24,241	150	$ 44,039	210	$ 80,006
31	$ 13,477	91	$ 24,483	151	$ 44,479	211	$ 80,806
32	$ 13,612	92	$ 24,728	152	$ 44,924	212	$ 81,614
33	$ 13,748	93	$ 24,975	153	$ 45,373	213	$ 82,430
34	$ 13,885	94	$ 25,225	154	$ 45,827	214	$ 83,254
35	$ 14,024	95	$ 25,477	155	$ 46,285	215	$ 84,087
36	$ 14,164	96	$ 25,732	156	$ 46,748	216	$ 84,928
37	$ 14,306	97	$ 25,989	157	$ 47,215	217	$ 85,777
38	$ 14,449	98	$ 26,249	158	$ 47,687	218	$ 86,635
39	$ 14,593	99	$ 26,511	159	$ 48,164	219	$ 87,501
40	$ 14,739	100	$ 26,776	160	$ 48,646	220	$ 88,376
41	$ 14,886	101	$ 27,044	161	$ 49,132	221	$ 89,260
42	$ 15,035	102	$ 27,314	162	$ 49,623	222	$ 90,153
43	$ 15,185	103	$ 27,587	163	$ 50,119	223	$ 91,055
44	$ 15,337	104	$ 27,863	164	$ 50,620	224	$ 91,966
45	$ 15,490	105	$ 28,142	165	$ 51,126	225	$ 92,886
46	$ 15,645	106	$ 28,423	166	$ 51,637	226	$ 93,815
47	$ 15,801	107	$ 28,707	167	$ 52,153	227	$ 94,753
48	$ 15,959	108	$ 28,994	168	$ 52,675	228	$ 95,701
49	$ 16,119	109	$ 29,284	169	$ 53,202	229	$ 96,658
50	$ 16,280	110	$ 29,577	170	$ 53,734	230	$ 97,625
51	$ 16,443	111	$ 29,873	171	$ 54,271	231	$ 98,601
52	$ 16,607	112	$ 30,172	172	$ 54,814	232	$ 99,587
53	$ 16,773	113	$ 30,474	173	$ 55,362	233	$ 100,583
54	$ 16,941	114	$ 30,779	174	$ 55,916	234	$ 101,589
55	$ 17,110	115	$ 31,087	175	$ 56,475	235	$ 102,605
56	$ 17,281	116	$ 31,398	176	$ 57,040	236	$ 103,631
57	$ 17,454	117	$ 31,712	177	$ 57,610	237	$ 104,667
58	$ 17,629	118	$ 32,029	178	$ 58,186	238	$ 105,714
59	$ 17,805	119	$ 32,349	179	$ 58,768	239	$ 106,771
60	$ 17,983	120	$ 32,672	180	$ 59,356	240	$ 107,839
61	$ 18,163	121	$ 32,999	181	$ 59,950	241	$ 108,917
62	$ 18,345	122	$ 33,329	182	$ 60,550	242	$ 110,006
63	$ 18,528	123	$ 33,662	183	$ 61,156	243	$ 111,106
64	$ 18,713	124	$ 33,999	184	$ 61,768	244	$ 112,217
65	$ 18,900	125	$ 34,339	185	$ 62,386	245	$ 113,339
66	$ 19,089	126	$ 34,682	186	$ 63,010	246	$ 114,472
67	$ 19,280	127	$ 35,029	187	$ 63,640	247	$ 115,617
68	$ 19,473	128	$ 35,379	188	$ 64,276	248	$ 116,773
69	$ 19,668	129	$ 35,733	189	$ 64,919	249	$ 117,941
70	$ 19,865	130	$ 36,090	190	$ 65,568	250	$ 119,120
71	$ 20,064	131	$ 36,451	191	$ 66,224	251	$ 120,311
72	$ 20,265	132	$ 36,816	192	$ 66,886	252	$ 121,514
73	$ 20,468	133	$ 37,184	193	$ 67,555	253	$ 122,729
74	$ 20,673	134	$ 37,556	194	$ 68,231	254	$ 123,956
75	$ 20,880	135	$ 37,932	195	$ 68,913	255	$ 125,196
76	$ 21,089	136	$ 38,311	196	$ 69,602	256	$ 126,448
77	$ 21,300	137	$ 38,694	197	$ 70,298	257	$ 127,712
78	$ 21,513	138	$ 39,081	198	$ 71,001	258	$ 128,989
79	$ 21,728	139	$ 39,472	199	$ 71,711	259	$ 130,279
80	$ 21,945	140	$ 39,867	200	$ 72,428	260	$ 131,582

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$10,000 At 1% For One Year (continued)

Day	Amount	Day	Amount	Day	Amount	Day	Amount
261	$ 132,898	288	$ 173,860	315	$ 227,447	342	$ 297,548
262	$ 134,227	289	$ 175,599	316	$ 229,721	343	$ 300,523
263	$ 135,569	290	$ 177,355	317	$ 232,018	344	$ 303,528
264	$ 136,925	291	$ 179,129	318	$ 234,338	345	$ 306,563
265	$ 138,294	292	$ 180,920	319	$ 236,681	346	$ 309,629
266	$ 139,677	293	$ 182,729	320	$ 239,048	347	$ 312,725
267	$ 141,074	294	$ 184,556	321	$ 241,438	348	$ 315,852
268	$ 142,485	295	$ 186,402	322	$ 243,852	349	$ 319,011
269	$ 143,910	296	$ 188,266	323	$ 246,291	350	$ 322,201
270	$ 145,349	297	$ 190,149	324	$ 248,754	351	$ 325,423
271	$ 146,802	298	$ 192,050	325	$ 251,242	352	$ 238,677
272	$ 148,270	299	$ 193,971	326	$ 253,754	353	$ 331,964
273	$ 149,753	300	$ 195,911	327	$ 256,292	354	$ 335,284
274	$ 151,251	301	$ 197,870	328	$ 258,855	355	$ 338,637
275	$ 152,764	302	$ 199,849	329	$ 261,444	356	$ 342,023
276	$ 154,292	303	$ 201,847	330	$ 264,058	357	$ 345,443
277	$ 155,835	304	$ 203,865	331	$ 266,699	358	$ 348,897
278	$ 157,393	305	$ 205,904	332	$ 269,366	359	$ 352,386
279	$ 158,967	306	$ 207,963	333	$ 272,060	360	$ 355,910
280	$ 160,557	307	$ 210,043	334	$ 274,781	361	$ 359,469
281	$ 162,163	308	$ 212,143	335	$ 277,529	362	$ 363,064
282	$ 163,785	309	$ 214,264	336	$ 280,304	363	$ 366,695
283	$ 165,423	310	$ 216,407	337	$ 283,107	364	$ 370,362
284	$ 167,077	311	$ 218,571	338	$ 285,938	365	$ 374,066
285	$ 168,748	312	$ 220,757	339	$ 288,797		
286	$ 170,435	313	$ 222,965	340	$ 291,685		
287	$ 172,139	314	$ 225,195	341	$ 294,602		

What's that? Only $374,066? Hell, that's hardly worth getting out of bed for. Maybe we should just forget this whole thing and go back to shoveling manure out of stables or whatever else it is we do to earn a living.

OK, what have I presented here? An impossible dream? No, not at all. Ever notice how, when you make a bank deposit they don't credit the funds to your account for several days? What do they do with all this money in the meantime? Here's what: They put it in some kind of overnight money market fund. Maybe they only get 1/2 of 1% interest on making all that money available overnight to some huge institution. A measly 1/2 of 1%? Heck, that's nothing, right? That's what I thought until I made those tables you just read on compound interest.

Imagine getting 1/2 of 1% on $50,000,000 worth of deposited money every day for an entire year!

1/2 of 1% doesn't seem like such a puny amount of fungolas when you look at it that way, does it?

Of course, we can't bet billions or even millions of dollars on a single horse race... because... the sheer size of our bet would knock our odds down to damn near zero.

Is there <u>any</u> place we can bet (or more accurately, invest) huge amounts of money without the sheer size of our investment affecting our profit?

Yes, Virginia, there is such a place!

Do you realize the most active issues in the stock market trade as much as 2-1/2 **BILLION** dollars worth of shares in a single day? Think about it: 2-1/2 *billion* dollars worth of good ol' American green backs changing hands in a single stock in a single day! Do you realize what that means? It means...

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You Could Invest As Much As
$25,000,000 In A Single Stock
In A Single Day... Without...
Even Being Noticed!

What you have just learned is not part of my stock-trading program. It is something I *discovered* when I was *studying* my stock-trading program in an effort to make it even better. See, you may not want to trade stocks... but... there is something that happens... every single day the market is open... and... it happens in the morning... before you go to work... that will enable you to make approximately three "no-brainer" trades very early (only minutes) after the market is open. The return on those trades will average approximately...

3% To 4% Profit
Per Trade!

Think about this: Let's say you only made two trades early in the morning before you left for work for 100 trading days in a row. That'd be 20 weeks at 5-trading days per week. And let's suppose you only averaged a 3% profit on each of those two trades. That means... after 200 trades (starting with $10,000) you'd have...

$3,585,680!

And that, my friend, is...

What I Taught My Attendees
How To Do During The First Part Of
My "Masters Of The Millennium Seminar"
On December 10 At The Phoenix Airport Hilton Hotel!

You see, there are roughly 250 news stories that come out on a certain website on the Internet between 8:00 a.m. and 9:00 a.m. (East Coast Time) which are mostly pertaining to publicly traded stocks. (By the way, the stock market doesn't open until 9:30 a.m. Eastern.) And... nearly 2/3 of these stories are about stocks which are going to rise in price almost immediately after the stock market opens. And... it is VERY easy (once I teach you how) to spot which stocks are going to go up in price as a result of these stories.

I was never much interested in these stories in the past because many of the stocks they were about were going up in price only 3%, 4%, 5%, 12% or maybe 20% or so.

I was looking for the BIG winners: The stocks which were going to go up 100%, 200%, 350% and more.

But then, I created those tables I shared with you at the beginning of this letter... and... it took my breath away. It is falling-off-a-log-easy to make half-a-dozen profitable trades a day... if... you are willing to settle for an average gain per trade of only 3%. Half-a-dozen profitable trades per day is 30 per week. In seven weeks, that comes out to 210 profitable trades.

How much money is that? I dunno. I guess we'll have to go to the beginning of this newsletter and look at how much money you would have after 210 trades at a 3% average profit.

Hey, that's $4,818,854! Unless I'm wrong, that should be enough to pay your rent, feed your kids and sneak in a short vacation to Rio.

Anyway, I've prepared a complete money-making kit showing you exactly how to do this. It's got two written reports, one audio tape and one video tape... and...

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That's ALL The Info
You Will Need!

The tables I prepared are based on someone who has $10,000 to start with. So, do you *have* to have $10,000 to get started? Actually, no, you don't. However, you DO have to have a minimum of $2,000 to get started doing this.

How much am I going to charge you for this kit? Actually, if I charged you what it is worth, almost none of you would be able to afford it... because... it is literally worth *millions!* So, I've decided to...

Give It Away Free!

But, of course, there is a catch: I am only giving it away free to those of you who decide to buy the tapes of my **"Masters of the Millennium Seminar"**... for which... I am going to charge you the same amount of money I charged my attendees who actually came to the seminar. Namely: $3,995.00.

Let's come back to that in a few minutes.

Wouldn't you first like to know what my seminar attendees think about my stock trading system that lets people make 10 to 15 profitable trades every single day the stock market is open? Wouldn't you also like to know what my seminar attendees think about my special "early morning secret" I just told you about? Finally, wouldn't you like to know what my seminar attendees think about what I taught them concerning writing copy and other marketing tools? I thought so. That's why I've taken the liberty of enclosing an audio tape with this letter. On that tape, you will hear first-hand all the attendees telling you in their own words exactly what they think about everything I taught them... and especially... what they think about my stock trading system and the "early morning secret."

Is what I've got really as good as I just described it? Take a few minutes to listen to the enclosed cassette and then decide for yourself.

OK, let's change gears. The last newsletter I wrote you was dated October 30, 1999 and I started writing it at 1:15 p.m. That was 1,050 hours ago. Remember how I asked you to get an el cheapo tape recorder and a bunch of el cheapo micro-cassette tapes and use one every day to keep a time diary of all your daily activities?

You didn't bother to do that, did you? I knew you wouldn't when I wrote that newsletter. I wish I would have had a way I could have *forced* you to have kept that audio tape diary. Here's why: As I learned long ago...

That Which Gets Measured
Is That Which Gets Improved!

We are a nation of porkers. Further, it's getting worse. The so-called "fitness craze" America is experiencing is not really real. The numbers show, Americans, on the average, are close to 10 pounds fatter than they were just 10-years ago... when most of us... were *already* heavy as hogs!

This, in spite of all the diet books, the exercise machines, the new magic diet pills, the non-existent fitness craze and all the rest. But you know what? If I were put in charge of reducing the poundage of American porkers... and... they <u>had</u> to obey me, here is what I would have them do:

They Would <u>Have</u> To Write Down
In A Food Diary Every Mouthful Of Food
They Shoveled Into Their Faces!

They wouldn't have to eat less. The wouldn't have to eat differently. They wouldn't have to exercise. They

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would *only* have to keep an accurate account of every calorie they consumed.

Guess what? This... all by itself... would cause a substantial percentage of them to shed all their excess weight!

Why? Simply because they would become acutely *aware* of what they were consuming. Improvement comes with *heightened awareness!* Most of our lives are lived mindlessly. All fat people eat more than they think they do. All out-of-shape people exercise far, far less than they think they do. All losers work (really work) ten to twenty times less than they think they do.

Had you kept the time diary as I had suggested, one of the things you would have discovered is the time you spend on what I termed the **"Absolute Necessities Of Life"** is not really being spent on those **ANOL's**.

Instead, most of that time is frittered away on things which don't really need to be done or which could be done by someone else. You want to know why you are doing that?

It's Because You Don't Have
Any Passion In Your Life!

Take a heavy cigarette smoker. Have him wake up at 3:00 a.m. craving a smoke. He can't find a package of cigarettes. He'll start looking in the ash trays. If they've all been emptied and cleaned, he'll start looking in the trash. If he still comes up empty, he'll go outside and search his car. And if he still comes up empty, he'll drive to the nearest convenience store... even if it's 50 miles away and raining cats and dogs outside.

Imagine how successful you would be if you had that attitude concerning something positive. People who really, really, *really* want to be successful writers, actors, singers, stock market investors, scientists, entrepreneurs, race car drivers, etc. don't have a problem with time management. You know why? It's because...

They Arrange Their Lives
Around Their Passion!

But, you don't have much passion in your life, do you? Not really. That wife or husband you come home to is sorta OK... but... in your heart-of-hearts, you *know* the truth. He or she doesn't really, *really* turn you on, right? Thinking about going home doesn't exactly get your little heart aflutter nor make you a little shaky with anticipation, now does it?

What about your work? Whether you own your own business or work for someone else, I'd bet almost anything what you are doing to earn a living doesn't really make your heart sing. I also bet you know the one thing that would cure all this. More accurately, I bet I know the one thing you *think* would cure all this. Let's see if I'm right. My guess is, the one thing you *think* would fix your life is...

Money!

Tell the truth, isn't that what you *really think* is true?

You're off-base about that just like I was many years ago. The truth is, you shouldn't feel lonely about being wrong about this. Almost everyone in the world is off-base on the subject of money. Nearly everyone thinks money will solve problems it really won't solve. Here are some truths regarding money worth pondering:

- If you took all the money from all the people in all the world... and then divided that money equally amongst all the people in all the world... and let approximately five years go by... you

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would then discover the money you divided equally was now back in the same hands in almost the same proportions... as it was... *before*... you divided up all the money.

- In other words, the people who were poor before you divided up the money would be poor again. Likewise, the people who were rich before you divided up the money would be rich again. Of course, the people who were in the middle financially (like you, maybe) would once again, be smack dab in the middle.

- Most people who win the lottery or come into a big inheritance manage to get rid of all the money they lucked into within 18 to 36 months! They have to! You see, they have to get back into their "comfort zone"... *where they belong!*

- The best advice Gary Halbert ever got pertaining to money was from the late Joe Karbo who told him, *"Gary, you should continue to make money until you have no more problems money will solve."*

If you are 100 pounds overweight, you should not be focusing on making money; you should be focused on getting rid of all the excess fat which is not-so-slowly ruining your health and putting you into the process of going to "Check-Out-City" much sooner than necessary.

If you smoke two packs of cigarettes per day, you should not be focusing on making money. Instead, you should be working to rid yourself of your nicotine habit which is very probably going to cause you to die a *much* uglier and unpleasant death than you can possibly imagine.

Finally, if you are not getting some joy out of your life every day, you should not be focusing on making money. You'd better start thinking about *that* very seriously... and... *right now!* You know why? Because now is all the time you can be sure you've got. Tomorrow is promised to no man.

Here's a little something for you to consider: On December 10th at 9:00 a.m., I got on stage at the Phoenix Airport Hilton Hotel and told my audience I was about to reveal unto them the greatest money-making discovery in history... but first... how I wanted to talk to them about how time is the most precious commodity in the world... and... I made a few comments to them on that subject which were much the same as the comments I have written in this letter.

Well, as it turns out, unbeknownst to me, 15-minutes before I hopped onto that stage, my Uncle Jack (he was my late father's brother) had just died. He died a horrible, terrible, pain-ridden death from the cancer which had virtually consumed his body.

You know what me and my Uncle Jack were doing just a few months ago? We were riding around in his little restored Mercedes convertible, looking at boats, telling Clinton jokes and talking about how all the women in Rio are sex fiends and outnumber the men 7 to 1.

Now, in what seems like in the blink of an eye, he's gone. And, all the money in the world, every single damn cent of it, won't bring him back for half-a-second.

But, I know something else: I know you'll NEVER understand what money will (and **WON'T**) do for you... until... you first make a ton of it so you can see for yourself what problems money will... and... what problems money **WON'T** solve for you.

So, in a way, this is your lucky day. I am going to tell you how to find out how to make more money than you can carry to the bank. I'm going to tell you how you can learn the same secret I revealed to my seminar

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attendees... at the exact same time... as my uncle's body (unbeknownst to me) was growing cold and slowly beginning to decompose.

As I said earlier, I am going to give away free a kit which fully explains my "early morning" money-making secret to anybody who decides to purchase the tapes of my **"Masters of the Millennium Seminar"** for the same price I charged the actual attendees of that seminar. As I said earlier, that's $3,995.00.

If you are interested in these tapes, just write a check for that amount made payable to **"Cherrywood Publishing"** and send it to:

Cherrywood Publishing
3101 S.W. 34th Ave., Suite 905-467
Ocala, FL 34474

What's that? You say you want to pay by credit card and you want to know if that's OK? Shit. Yes, damn you, it's OK. But, I want you to know something: If you pay by credit card instead of by check, I have decided I will hate your guts for the rest of your life.

I'm kidding, you humorless twit. I won't hate you for the rest of your life... but... I really do hate those scum-sucking credit card companies.

Well, there it is. I'm putting it right in your face. If you really do want wealth beyond belief, I can't believe you'll EVER have a better chance to get it than this.

Wealth will NOT solve all the problems you think it will solve... but... to tell the truth... it WILL make life a whole lot easier. It's up to you. 1,440 hours from now (approximately two months) you can be in almost exactly the same situation you are now... or... you can order what I'm offering and laugh at money problems for the rest of your life.

Don't get too cocky about that: There are plenty of other (non-money) problems out there impatiently standing in line... *just waiting*... for <u>their</u> chance to make you crazy... as soon as... your money problems are conquered!

There's no real way to win. All of our lives suck... and... they will continue to suck no matter how much money we have. However, I'd rather have my life suck while staying at the Penthouse Suite at a Ritz Carlton Hotel than have it suck while I'm living under a bridge.

Wouldn't you?

Sincerely,

Gary C. Halbert
"AOK With Y2K"

P.S. If you have decided to order by credit card, simply complete the order form enclosed and get it back to us quick like a bunny. The fastest way is through our dedicated fax line which is on 24/7. That number is 352/861-1665. If you want to mail the form, our address in Ocala is at the top of this letter and we have enclosed a self-addressed envelope for your convenience.

P.S.#2 Believe me, the tapes of my **"Masters of the Millennium Seminar"** *really* are quite incredible! Just listen to the comments from the attendees on the audio cassette included with this letter. Anyway, may you and yours enjoy a peaceful, prosperous and safe holiday season.

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Be Sure Contact Us Of This Special November/December 1999 Newsletter
Contains An Audio Cassette, Order Form And Reply Envelope

THE GARY HALBERT LETTER

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From:
South of Jewfish Creek
Tuesday, 7:32 p.m.
February 29, 2000

Dear Friend & Subscriber,

Ground zero.

That's where we're going to start. The next few (or maybe several) issues of this newsletter are going to be nearly 100% devoted to teach you... right from ground zero... how to write "killer" copy.

Here's why: One of the concepts taught by my friend, Robert Allen, is... all of us need to have multiple streams of income. I think he is dead-on correct... and... the concept of having multiple streams of income is especially important in these... the most-rapidly changing times... in history. I believe all of us should endeavor to have... at least... three streams of income... and I believe we can best achieve three enormous streams of income by having the following abilities:

1. **The ability to buy and sell stocks at a profit.**

2. **The ability to write "killer" hard-hitting, fungola-producing sales copy.**

3. **?**

As far as **#1** is concerned, I have written a great deal recently about the amazing, stock-trading system I have developed and I feel the need (at least for now) to turn my thoughts in another direction.

As far as **#2** above is concerned, I believe the ability to write a "killer" sales letter in advertisement is the absolute best insurance against financial problems which exist. Consider the following: (A) You can do it from anywhere, even a prison cell. (B) If necessary, your "overhead" can be reduced to less than a buck. All you really need is a legal pad and a ball point pen. (C) There are so few... *so incredibly few*... people who can actually write flat-out "killer" copy, there will always be an enormous demand for your services. (D) You can work any hours you choose. Right now, it's closing in on 8:00 p.m. but, I could just as easily be writing this at midnight, 6:00 a.m. in the morning, 3:00 in the afternoon... or... 3:00 in the middle of the night. (E) And finally...

The Payoff Can Be Enormous!

My first successful sales letter routinely brought in (calculated in today's money) 1/3 of one million... *dollars per day!* I spent three days writing one ad for one client... and... I got paid for my efforts... $1,261,000! I've had single weeks where my commissions for writing copy for clients was as high as nearly $270,000.

And so on.

Guess what else? I think there are a few brilliant copywriters who are willing to work far harder than me like Gary

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Bencivenga, Jim Punkre, Jim Rutz, Clayton Makepeace and Dan Rosenthal whose earnings from writing copy make mine look downright *puny!*

Be that as it may, I think it is safe to say, I know what I'm talking about when it comes to writing (and teaching how to write) "killer" copy.

And **#3: ?** - Guess what? I haven't figured out... *yet*... where the best third stream of income should come from. But, anyhow, herein is the official beginning of...

Gary Halbert's Course On
How To Write Money-Sucking
Almost Breath-Taking "Killer" Copy!

I'm going to suggest you start by getting yourself a compact camera and a tape recorder... that... you carry with you 100% of the time. This isn't an absolute necessity... but... it will help you get better faster. You will be using these items as an "idea-capturing" kit.

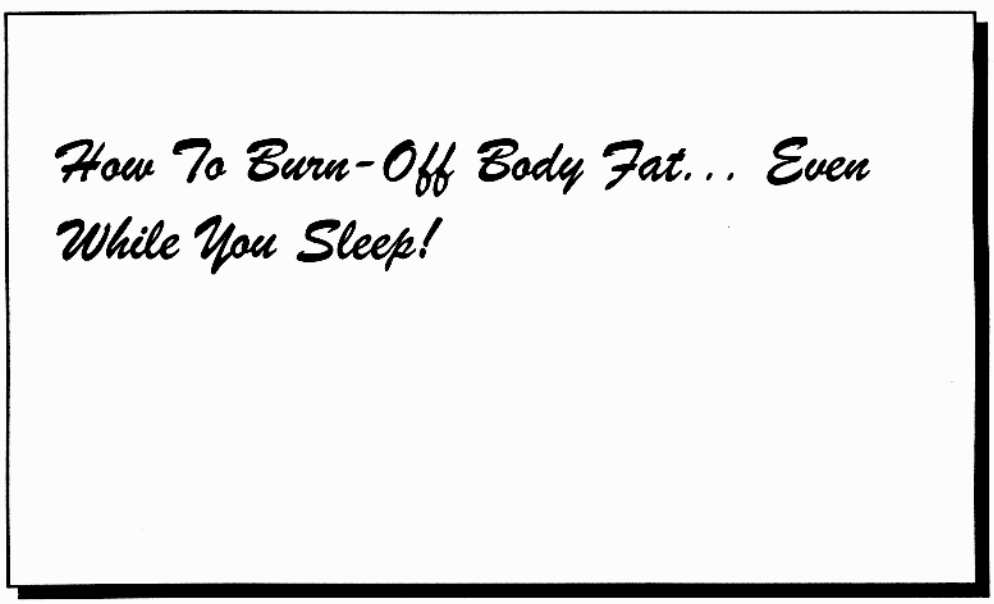
I think the best camera you can buy for this purpose is Canon's "Elph Jr." This is one of the smallest, lightest and... *best*... compact cameras you can purchase (around 200 smackeroos)... where... you can actually get the film developed at almost any local drug store. (A Minox is an extremely high-quality *miniature* camera... but... you have to send the film to New Jersey to get it developed.)

As far as a "carry-around" tape recorder is concerned, you can have your choice of several good ones from any decent-sized local drug store. However, if you have a computer, I suggest you go to *www.voiceit.com* and purchase one from that website. Get one which does not give you much recording time.

Why? Because not having much recording time *forces* you to "download" your thoughts on a very prompt basis.

Now, the first step in the process of writing great copy is "prepping" your mind for action. Here's a great way to do that: Let's say you are at a big newsstand looking at magazines which have "bullets" (little headlines) on the covers to entice you to want to read the articles inside the publications. With your "idea-capturing" kit, you can either audio record those blurbs from the covers... or... photograph the actual covers of the magazines themselves.

Then, when you get home, you write all those headlines on 3x5 index cards... one to a card. Just in case you are almost unbelievably stupid, I will hereby show you what the result of doing this will look like:



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Hey, I didn't mean that stuff about you being unbelievably stupid. Just for the record, I believe your stupidity to be totally believable.

Oh shut up! If you want "couth," go read *Reader's Digest*.

Alrighty now, all you humorless twits, you should keep doing this until you have *hundreds* of those 3x5 index cards with headlines written on them. In fact, you should NEVER stop adding *fresh* headlines to your arsenal of "killer" copywriting tools. PLUS... you should have in your collection... older... *already proven*... headlines. If a headline was a winner 50 years ago, chances are that same headline (or some variation of it) will still be effective in sucking in fungolas... *today!*

Now, to get you started, I am hereby going to give you 80 headlines... that... if you are serious...

You Should Write Out
Right Now On 3x5 Index Cards!

After I give you the headlines and (hopefully) you have written those headlines on 3x5 cards, I will explain to you why you actually needed to write out those headlines in your own handwriting. I will describe an "almost magical" way for you to use those 3x5 headline cards to totally avoid writer's block... and... get your mind *white-hot* and almost feverish to get started writing great copy. By the way, some of these headlines are decades old and "classics"... and... some of them are... *so fresh*... I just "stole" them from magazine covers today! Anyway, here they are:

Generous, Creative Businessman Wants To Find A Hot, Sexy Woman With A Good Sense Of Humor!

The Amazing "Face-Lift-In-A-Jar" Used By Hollywood Stars Who Don't Want Plastic Surgery!

Heroin Is A Religious Experience: "Often You Pray To God To Let You Die" - Rebecca, Ex-Model

Shave Strokes Off Your Golf Game In Three Hours Or Your Money Back... On The Spot!

Why People In Vermont Are Healthier, Less Overweight, Stay Younger Longer, Live Longer Than People Of Any Other State In The Union

Healthquick.com Never, Never Undersold Drug Store: We Undersell GNC, AARP, CVS, Rite Aid, Walgreen's, Online And Chain Drug Stores

See Who's Getting Full-Time Pay For Half-Time Work... They May Not Want You To Know But They Can't Stop You From Finding Out!

His Legend Is Carved Across A Continent Of Ice In This Amazing Book, "The Heart Of The Antarctic"

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How To Burn Off Body Fat, Hour-By-Hour!

How To Collect Social Security At Any Age!

Do You Make These Mistakes In English?

Free Kit Tells People How To Take Better Photographs

The Lazy Man's Way To Riches

Three Powerful Reasons Why You Should Come To My Seminar

Watch Your Weight And Inches Disappear!

Does Uncle Sam Owe You Money You Don't Even Know About?

How To Get Today's Best Credit Cards

The Amazing Secret Of A Marketing Genius Who Is Afraid To Fly

Teck Gear: What's Redundant, What's Ridiculous

Too Busy Earning A Living To Make Any Money?

In-Car Computing For A Real Road Warrior

Creative Loans For Your Next Boat

Have You Ever Taken A Practice Golf Swing At A Dandelion?

17 Stocks You Should Dump Right Away!

The Palm Pilot: Out Of The Office Into The Field

Don't Try This With Any Other Copier!

Which Of These 5 Skin Troubles Would You Like To End?

Do You Sincerely Want To Be Rich?

All The Information You Need To Buy The Best Pick-Up Truck

Own A Business Of Your Own Without Investing 1 Cent

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Do You Do Any Of These Ten Embarrassing Things?

38 Fun, Easy Ways To Earn $500 Next Weekend!

How To Beat The Banks At Their Own Game

Hands That Look Lovelier In 24 Hours... Or Your Money Back!

7 Steps To Freedom

How To Pay Zero Taxes!

How Much Is "Worker Tension" Costing Your Company?

If You Can Lick A Stamp, You Can Lick Your Weight Problem!

Free Book Tells You 12 Secrets Of Better Lawn Care

Thousands Have This Priceless Gift, But Never Discover It!

Advice To Wives Whose Husbands Don't Save Money... By A Wife

How To Discover What You Are Really Good At

We'll Show You The Money!

What's Wrong With This Picture?

New Pill Gives Almost Complete Relief From Arthritis Pain!

How To Form Your Own Corporation Without a Lawyer For Under $50.00

Lawyer Reveals Legal Loopholes That Make Money

$80,000 In Prizes! Help Us Find The Names For These New Kitchens

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67 Reasons Why It Would Have Paid You To Answer Our Ad A Few Months Ago

Some Straight Talk About Vitamins And Your Sex Life

Dive For Cuban Treasure Legally

Great Stocks Under $25

The $12,000 Housewife

How To Find Someone To Love

Released At Last - 137 Perfectly Legal Ways To Get A Check Out Of Uncle Sam!

Save Over 40% Off Retail And Receive A Travel Kit ($50 Value) Free With Purchase

How To Improve Your Memory

Are You Ever Tongue-Tied At A Party?

The Most Expensive Mistake Of Your Life

Here Are The 10 Best Boats In The World

Doctors Prove 2 Out Of 3 Women Can Have More Beautiful Skin In 14 Days

How To Overcome The Body Chemical That Keeps You Fat!

How To Write A Good Advertisement

Last Minute Vacation ~~Deals~~ Steals!

Is The Life Of A Child Worth $1 To You?

Who Else Wants A Screen-Star Figure?

New Rubber Stamp Business Pays Beginners Up To $16.50 An Hour!

Here Are 133 Surprise Ways To Get Money From Washington, D.C.

Need More Money?

The Secret To Being Wealthy

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161 New Ways To A Man's Heart - In This Fascinating Book For Cooks

The Amazing Blackjack Secret Of A Las Vegas Mystery Man!

The Amazing Lost Money Secret Of The U.S. Government

What's Your Best Chance Of Earning $50,000 A Year By The Time You Are 30?

It's Just As Important To Know Which Stocks To Sell As Which Stocks To Buy!

A Rich And Rapturous Film, Valiant, Sensitive, Thought-Provoking And Utterly Heart Breaking

The Amazing "Magic Mud" Used By A Top TV Doctor Who Doesn't Believe In Plastic Surgery!

To Find Your Way Through The Maze Of Auto Insurance, Just Follow This Highly Detailed Step-By-Step Guide

Perfect For Brokers, Perfect For Active Investors: When I Tried MetaStock, The Other Brokers Thought I Was Crazy... But, When They Saw The Clients Stream Into My Office...

Experiencing Memory Problems? Physicians In New York Area Are Evaluating An Investigational Medication For Its Ability To Stop Memory Loss And Possibly Prevent Alzheimer's Disease

OK, there are you, 80 headlines to get you started. Why do I want you to write out each headline in your own handwriting on separate 3x5 index cards? Well, writing them out in your own handwriting will give you little "neural imprints" of you... *personally*... actually writing good headlines. Do this on a regular basis hundreds of times (or *thousands* of times, as I have) and writing a great headline becomes such an *imbedded* part of the fiber of your psyche...

It Becomes Almost Automatic!

If you have a sales letter or an ad with a headline... I bet you... after I read the copy... I can write a far-better headline for you... *in less than 45-seconds!*

It's second nature to me. So should it be for you. Strive for this.

Now, why the 3x5 index cards? Why not just write them on a piece of paper? Tell ya what, Baby: One of the least-known of my trade secrets of copywriting is...

Fondling!

Let's say you've got a job of copywriting to do and let's say it's to write an ad for a book. The first step? You break

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out your "headline cards," shuffle them like a real deck of playing cards... and then... you read each one... and... lay each one out in front of you, one-by-one. This will "prime-your-mind."

Next, you read the book and take notes.

Next, you break out your headline cards again, shuffle them again, read them again and, lay them out in front of you again. By now, I guarantee, your mind...

Will Be On Fire!

What do you do next?

Read next month's issue of this newsletter to find out.

Sincerely,

Gary C. Halbert

P.S. Now that my Uncle Jack has passed away, there is no longer any need for me to maintain an office in the Florida Keys. By the time you read this, the fax and telephone numbers I was using in that office will be disconnected. If you need to contact Theresa or myself, please use the telephone and fax numbers at the top of this letterhead. Thank you.

Peace.

Hey! I almost forgot. I've got something to sell. It's 35 pages of information for which I am charging 100 smackeroos (checks only, made payable to "Gary C. Halbert.")

What is this info? If you are worth a lot of fungolas, chances are, you are going to be bothered by lawsuits... plus... when you "check-out," the government is going to scarf away a bunch of your wealth. Unless, of course, you are lucky enough to live in Mexico, Indonesia, India, China, Canada, Australia or Argentina.

If you live in any of those countries, the government takes none of your wealth when you pass away. But, God help you and your estate if you live in Germany, Sweden, France, England, Korea, Taiwan, Japan... or... the United States!

If you live in any of those countries, your estate is going to be soaked when you die. Those slanty-eyed Japanese persons take the most. Namely: 70%! And who's right behind them? You guessed it: The good ol' U.S. of A. Our government takes as much as 55% of our wealth when we check-out.

Not to mention all the zillions of fungolas... and... the lost time... and... the lost energy... and... the mental aggravation and worry... we go through during a lawsuit.

Can this be avoided? Absolutely! And, avoided almost 100%! How do you learn to do this? Simple, you send a check for 100 smackeroos (made out to me) to the address at the top of this newsletter... and... you will receive fast-like-a-bunny (via First-Class mail)...

Gary Halbert's No Bullshit Guide
On How To Prevent Every Type Of Scum
Known To Man From Getting His Or Her
Hands On Any Of Your Hard-Earned Fungolas!

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THE GARY HALBERT LETTER

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From:
South of Jewfish Creek
Friday, 8:15 a.m.
March 31, 2000

Dear Friend & Subscriber,

No chit chat. Instead, we're going to dive right into our next lesson on "How To Write Killer Copy."

Remember last month how I gave you 80 headlines and, told you to write out those headlines (in your own handwriting) on 3"x5" index cards? And, how I also told you to use an el cheapo recorder and a small camera to cheaply capture more current headlines from magazines and other publications?

I hope you took me to heart and did those things. You're a dumb bunny if you didn't. Assuming you did complete this menial chore, I'm here to tell you, you have at least begun the process of writing copy "The Halbert Way."

Alrighty then, let's assume you have a job of writing copy to accomplish, either for yourself or a client. What is the first step you should take?

The answer is easy: The first thing you do is, take approximately 150 of your "headline cards" and read each one as you deal them out in front of you, like you would deal a deck of playing cards.

Can you guess why this is your FIRST step? It matters not... 'cause... I'm gonna tell ya. The reason you do this first is...

To Prime Your Mind!

This is a mechanical exercise to get your old noggin percolating. Pro copywriters don't have time to wait for inspiration. What pros do is follow mechanical, drone-like procedures... which literally *force*... breakthrough ideas to energize!

Reading, dealing out... and yes... touching and fondling... those headline cards is a superb way to start this process.

OK, suppose you've done this first step. Your mind is awake and stimulated... plus... your brain has just ingested a healthy portion of "killer copywriting nutrients."

What do you do next? The answer is, you do what I, Sir Gary of Halbert, privately think of as...

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"The Suck!"

"The Suck" is where you take the product or service you have to write about and examine it from every conceivable angle. As you do this, you take notes... and... you number those notes. Take notes on everything pertinent. Take notes on everything interesting. Take notes on things that pop into your head (like ideas... random thoughts... or even questions).

Listen: One of the 10 best business books ever written is "How To Outfox The Foxes"... which... was written by a man I greatly admire, Larry Williams. If you are in business in any way, shape or form and, you haven't read this book, you are truly missing out on some amazing business secrets. It is published by CTI publishers and you can get a copy by calling (619) 756-0421.

Do it. You're a dunce if you don't.

I just finished re-reading that book for maybe the 7th time... and... this time, I took notes. I'm not writing an ad for this book (Larry has written an excellent one himself)... but... I took the notes anyway. I wanted to come closer to "owning" the incredible secrets it revealed. And, even though I am not writing an ad about this book, those notes I took are exactly the same notes I would have taken if I were, in fact, writing an ad. They were the same notes I would have written as I would have tried to "suck" every morsel and nugget of knowledge I could from this invaluable tool. Some of my "nugget notes" will have meaning only for me. Others will be immediately understandable and make sense to you.

In any case, I am herewith going to write all the notes I "sucked" from "How To Outfox The Foxes" to give you an idea of what a "Completed Suck" looks like: Off we go!

1. How bad is it?
2. Do you feel honor bound to pay?
3. Who doesn't get sued?
4. Story of rich guy with daughters
5. Buy a house in Florida
6. More lawyers than...
7. IRS cancer story, p. 2
8. This is a guideline; an idea sparker to get you thinking
9. Why success is scary
10. Be a shitty target
11. Hah! You are going to assume the worst case scenario
12. Be willing to walk
13. You own only an option

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14. Lawyers should be used for the intimidation factor

15. Doberman dogs

16. Who can you bring to diffuse?

17. Have someone who doesn't owe, offer to pay

18. Get better collection results by befriending

19. Look like a no-profit street guy

20. Assume the absolute worst and think it out

21. You will be ripped off and treated unfairly

22. Threaten to put up billboards

23. Embarrass them into compliance; write an ad

24. "If payment in full is not received within 30 days of installation, all product warranties will be null and void"

25. You gotta give them justification

26. Have lawyer send copy of his letter to you

27. Look for a "tell"

28. Like holding a silver cross in front of a vampire

29. What counts is how well prepared you are emotionally

30. The tremendous power that exists in sitting still

31. Paint a picture of how exhausting and time-consuming it is going to be

32. My how they change... into a fire-breathing dragon

33. Buzzards: Who do they go after?

34. TRAP THEM!

35. Your job is to <u>discourage</u>

36. If something is written, no other testimony is allowed

37. The better you describe, the better your results

38. Snakes in the backyard

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39. Ask Theresa about mailing

40. Loophole lawyer expert

41. "The only way I can feel comfortable about it is if..."

42. Rabbits are ridiculous

43. Life insurance trick on page 31

44. Dance your way out of this seemingly-never-ending law

45. Getting outside the legal system

46. Getting down in the gutter with a person who is basically amoral

47. In most cases, their ethics are non-existent

48. Hire criminal lawyers for civil disputes

49. Right or wrong, you are with the mongrel dogs and, whether you win or lose, you are going to go home with some fleas

50. One lawyer with a briefcase can steal more than a thousand thieves with guns

51. The clock and the calender create the demise

52. Have Charo deal with Guttenmacher

53. Ferret out the loopholes

54. Ask the legal secretaries who work in courthouse

55. Hire best lawyer for something small so he can't work against you - WHOA!

56. See Michael Milen stuff on p. 55

57. All it takes to file a lawsuit is a filing fee

58. (Sorry for the redundancy)

59. Advertising Genius Reveals How To Trade Stocks On The Internet

60. You can't remember

61. You make sure the fishermen against you get no fish by taking the fish out of the pond

62. Everything destroyed in hurricane

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63. Don't chase money you were "fairly" cheated out of

64. It is easier to create than re-claim

65. More people end up hating their law firms than the mate they marry

66. The start is always starry-eyed and positive

67. If you do not understand the charges, you cannot be tried

68. A life lived outside the normal range of caution

69. I realize there are some strong differences between us regarding _____ and that shortly we will be filing lawsuits against each other -- suggest to your client -- cc peeps important

70. Lawsuits are the pits - p. 74

71. Since we don't see eye-to-eye

72. No touchable assets

73. Everyone wants to move toward pleasure and away from pain

74. Build a multi-story house of pain

75. Imagine how you would feel

76. At all. Ever.

77. Without a victim there is no crime

78. It is illegal for anyone to tell you a bank is going to close

79. You can beat your chest and complain, but is does no good. Never.

80. The more debt you have, the worse off you are. To be in debt is to be in trouble. To be debt-free is one of life's greatest joys.

81. If you want to file, move as far away as possible from your biggest competitor. (I have your arena.)

82. I will have to be altered for your facts, your deal and your state laws. It is, however, a beginning.

83. A shallow pocket's image

84. We are both taking risks here as we did when we left our homes

85. We could both be wiped out by unforeseen circumstances

86. What I want to know is what kind of man you are. I don't want to be in a game/business with people that should not be there.

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87. It tells how much of a man (player) you are

88. Attorney-caused logjams

89. Any communication you have with a lawyer must be presented to his client

90. Place a loose "time threat" -- "for one last time"

91. They can envision the deal evaporating

92. Until this lawyer is out of the deal, we will take no phone calls, write no letters or move forward in any way (cc: client)

93. Shake hands on it before you give deal for lawyer to formalize

94. Put down in writing just the way you want it to be -- then I'll read it and tell you whether or not I can live with it -- NOTE: Explain you are exploring other options

95. One step beyond "notes on the napkin"

96. Garbage lawsuits are rampant -- Gary Waltershied

97. Arrange to be sued in a county many miles away and very rural

98. Truth: The perfect disguise

99. Have judgments against you so a new creditor is too far back in line

100. How To Protect Yourself Against All Lawyers... Including <u>Your</u> <u>Own</u> Attorney!

101. To buy Nevada Corp. call 702/883-8484

102. Bond must read pages 118 and 119

103. Nevada doesn't even share info with IRS

104. As much as 80% of estate can be stolen by a sharp lawyer and the government

105. Read about family partnerships on page 122

106. Creditor may have to pay taxes on nothing

107. Garlic in front of vampires

108. Call (or visit) Bob Berends (714/771-7584)

109. Legal Solutions in Chino, California

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110. Read ads in Quest, P.A.L. Investigations and CDB Infotek for info on asset searches (ask Charo)

111. Hide money in state where you don't live

112. Take nothing of value with you to a creditor's meeting

113. People jump at cash; it's a "bird-in-the-hand"

114. How To Give Yourself A Lawyer Bypass

115. Hide your tracks

So hey, I bet after reading last month's headlines... and... this month's "nugget notes"... your beady, rat-like little mind is starting to wake up, isn't it? If I've done my job right, your creative juices are beginning to flow and your mind is beginning to...

Throw Off Sparks!

Aha, I gotcha going, don't I? But... what do you do with all this creative energy? How do you harness it and begin to fashion a starting draft of your message?

Back off! Don't be so damn pushy! You'll get that... in my *next* issue. But, in the meantime, just for practice, why don't you get your mitts on a book you think is valuable... and... do "The Suck" on that book yourself? Will you? If so...

You'll Be Coming Alive
And Starting To Thrive!

So, I'm hokey. Up yours.

Sincerely,

Gary C. Halbert
"Unchanged, Untamed And Unashamed"

P.S. Last month I offered my readers the chance to buy my new report called, "Gary Halbert's No Bullshit Guide On How To Prevent Every Type Of Scum Known To Man From Getting His Or Her Hands On Any Of Your Hard-Earned Fungolas!" at a price of $100.00 payable only by check. If you are one of the lucky people who has read that report, you now know certain secrets which can be used to make your money and other forms of wealth virtually bullet proof.

If you don't have much money or wealth, it really doesn't matter whether you know these secrets or not. However, if you do have a considerable net worth, you are an absolute imbecile if you don't spend the lousy 100 bucks needed to obtain this amazing information. I doubt you will ever find wealth-protecting secrets as powerful as these in any other publication ever written. If you've got anything whatsoever

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worth protecting, spend the measley $100 and order this report. That $100, if you get in a crunch, can literally save you millions!

To get your copy, just make a check for $100 payable to me, "Gary Halbert" and send it to the address at the top of this letter.

And get this... I now have another report which is...

Outside The Scope Of This Newsletter
Which I Am Also Offering For Mere Pennies!

Here's some background...

One of my best friends, Dave Kekich, has been paralyzed from the chest down for 21-years due to a freak occurrence which happened to him in a gym in Redondo Beach, California. Dave wants his life back and he wants to live forever. Accordingly, he has made himself a multi-millionaire and devotes all his energy to health and longevity research.

Some of the secrets he has uncovered are unknown to nearly 100% of American doctors. I have participated in this research and, I too, have made some powerful discoveries. Matter of fact, if you attended one of my seminars 10 or 15 years ago and, if you saw me now... you would find I look approximately *20 years younger now...* than I did 15 years ago. This is due to a number of factors and the genuine discovery of a certain drug (you can get it by prescription and it's 100% safe) which is the closest thing to the Fountain of Youth that exists in the world today.

Approximately 30-days from the time you are reading this, I will be old enough to qualify for Social Security. In spite of that, my current girlfriend is less than half my age and I had to show her my driver's license to get her to believe I really am a "living fossil." Another lady who attended one of my recent seminars, was having sex with me three to five times a day on the same days I was giving the seminar. I'm not going to tell you which seminar it was because I want to protect her identity. I do not tell you this to brag or convince you I am some sort of stud. I just want you to know that since the discovery of several powerful secrets... especially the aforementioned drug (no, it is not growth hormone) I seem to be aging backwards.

If you're over 35 years old (hell, even if you're <u>not</u>) you need to know about all this. It has literally turned my life around. Maybe all this will stop working some day... but... for now... I sure am a happy camper! (So is my girlfriend.)

Want to know all about it? All you gotta do is send me a mere 97 smackers and you'll get this new report by return mail. By the way, the title of this new report is...

"How To Slow Down, Stop And Even Reverse
The Aging Process And Regain and Increase
All The Youthful Energy, Vitality And
Sexual Passion You Once Enjoyed!"

Do you have any idea what this is like? It's like taking a new form of Viagra that affects your <u>entire</u> body... instead of... a mere six or seven inches of your anatomy. I kid you not. Order if you're interested.

Peace.

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THE GARY HALBERT LETTER

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From:
South of Jewfish Creek
Sunday, 11:59 p.m.
April 30, 2000

Dear Friend & Subscriber,

See the date (above) of this newsletter?

Guess what? That date is a flat-out lie. That's the date this letter should have been written. It wasn't. I didn't get this newsletter out in time because I have a new "hobby" that occupies an enormous amount of my time. My new hobby really sucks. You know what it is?

My New Hobby Is Moving!

Remember Hurricane Irene? You probably don't unless you live in South Florida. The truth is, most of us just flat out don't give a shit about anything that happens outside our immediate geographical area... unless, of course... that event somehow affects us personally or business-wise. Ah, whatever. Anyway, Irene was one of the last hurricanes of the 1999 season (she popped up in the middle of October) and wasn't even supposed to hit the Keys at all. Not only that, nobody much cared because Irene was only a Category One hurricane which is as low as you can get on the "hurricane meanness" scale. Category One hurricanes get "minimal" wind speeds from 74 to 95 miles per hour.

I go to bed not even thinking about Irene. Well, the forecasters mispredicted (I think I just invented a new word) the track she was going to take and she made a bull's-eye directly on the house in which I was living. I lived in the

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bottom half of the house and, at the time, my aunt and uncle lived in the top half.

Category One. No big deal. Except somehow, everybody forgot it is the water damage from a hurricane which wreaks the most havoc. Those high wind speeds make the most dramatic video bites for the TV news casters... but... it is the amount of water the hurricane dumps on the land which mostly determines the extent of the damage.

Guess what? Irene dumped 13 to 16 inches per day on some parts (including my part) of Florida. When I woke up, much of the stuff in my apartment was floating. The property on which we were living literally turned into "Lake Halbert." My Aunt Wanda actually took photos of me paddling my poke boat in the driveway and all around the lawn.

Bottom-line: The damage was so extensive, I had to move. At the time, I had a little office I really didn't need. I just had to have a place to go so I could get out of the house once in a while when my uncle was sick. My little "getaway" was next to the gym where I worked out, thus, I decided it was as good a place as any to move into.

Damn, did that ever suck! The master thermostat to set the temperature for all the units was located in my office... but... I wasn't allowed to operate it. For whatever bizarre reason, I was always freezing my ass off... or... about to expire from heat exhaustion.

Not only that, the walls were all of about 1/4" thick so I could hear everything going on in the gym... including... a bunch of porker women yelling their way through an aerobic class at all hours of the day and night... including... the hours before sunrise.

Plus, the roof leaked.

Seriously leaked.

Thus, I decide to move a bit further up the road to a nice place called the Pelican Motel. I end up living there for more than three months. Clean, neat and basic. All is well... except... I had to learn to do what I later termed "The Pelican

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Shuffle." In other words, once, twice, or maybe even thrice a week...

I Had To Move
To Another Room!

Once I had to move from Unit 4 to Unit 5. Know what the difference is between Unit 4 and Unit 5? NOTHING! Almost all the rooms are clones of each other. Apparently, the "Pelican Regulars" (snowbirds who come to the hotel year after year during the winter season) often insist on having their exact same room every time.

Now picture this in your mind: Let's say you've got a Dayrunner calendar where you keep track of all the stuff you gotta do... and... two or three days of every week, the first thing you gotta do on those days is...

Move!

Do you have any idea how much moving sucks? Even if you only have to move across the hall?

It's a nightmare. But, the nightmare eventually ends because... TA DA!... the houseboat I bought in Cocoa Beach is finally moved to Peg Leg's Marine Center... and... I am able to move aboard.

Yahoo! I am finally living in my home. But, I want my new home to be spiffier than it is. I want solid oak floors on the entire interior of the boat. I want the boat painted "my colors" (peach and teal) and a zillion other things done. The marina hires guys to do this stuff for me...

While I'm Living
On The Boat!

Have you ever decided to live in a house at the same time it is being remodeled? Trust me, you won't do it twice. If you ever even think about doing it, rent the movie "Money Pit" starring Tom Hanks.

I learned all kinds of new stuff while my boat was being

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remodeled. Like what a "floor leveler" is. Just in case you're like me and had no idea such a thing existed, here's what it is: Let's say you have a floor made of something other than wood... but... you want the floor to be wood. In that case, some chain-smoking construction worker who hasn't bathed in a month will use a tool (called a "level") to check out the levelness (what else?) of your pre-existing floor and discover if it is 100% level or not. He does this because he wants the original floor to be level before he puts down your new wooden floor. If it's not 100% level, he takes a grey putty-like substance ("floor leveler") and smears it on the unlevel parts of your floor and forms and shapes it till his device says your floor is level.

How did I, Sir Gary of Halbert learn about floor leveler? Well, one night it is time for me to go nighty-night. There is dim lighting coming from my bedroom and, I see no need to turn more lights on. Because floor leveler goo is greyish, it doesn't reflect much light. Thus, I learn what floor leveler is the hard way...

I Step In It!

Now listen up. Floor leveler has to lay around and harden (just like concrete) before you can put your wooden flooring on it. Who knew? As I just told you, I stepped in this big, grey blob of something resembling powdery grey cat shit which I proceed to track all over my houseboat. The next day, the construction workers yell and howl and laugh at me. *"I'm a copywriter!"* I yell back. *"How the hell am I supposed to know about stuff like floor leveler?! Can any of you assholes do a mathematical, demographic regression analysis on a marketing campaign?"*

Well, I dare say THAT shut them up.

Onward. Have you ever been in a "Home Depot" store? They've got so much weird shit in those HUGE stores, it's like shopping on Mars. But, Home Depot has saved my soul. They have illuminated for me, the missing spiritual chunk of my life needed to make me happy, fulfilled and at peace. Believe it or not, Home Depot taught me this lesson in only four words. Yessirreebob, they got a sign in there which completely straightened me out. Here's what it says:

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Don't Forget Grout Sponge!

Do you know how often I have forgotten grout sponge? Actually, I have forgotten it (until now) every single day of my life. That's why I am convinced it was the major reason things had often gone badly for me. Can you even imagine trying to have a halfway decent day during a 24-hour period...

When You Have Completely Forgotten Grout Sponge?

I think it's probably impossible.

I still don't know what "grout sponge" is (please don't tell me and take the mystery out of it) but, I never forget it anymore. Besides, now that grout sponge is never far from my consciousness, I sense my life is beginning to improve.

My houseboat is very livable now. In fact, it's a great place to live. Even so, I took it to a a boat yard where they are pulling it out of the water to scrape and paint the bottom. The boat yard is also repowering it with brand new engines. They say this will take about 30 days. Translation: It will take 60 to 90 days. They say it will cost about $25,000. Translation: It will cost $50,000 to $75,000.

Where do I live now? I'll have to learn how to use my GPSR (Global Positioning Satellite Receiver) to find out. This is a little gizmo which tells me (if I could figure out how to use it) what my exact geographic location happens to be.

I've decided to travel while my home is being worked on. I just came back from spending a few days with Joe Polish. He has a new house. He thinks his house is great. Actually, it is as

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mediocre as Peter Louis. With minor (almost indistinguishable) differences, it looks like every other house on his street... which were... of course all built by the same builder. Being the "King of Carpet Cleaners" his floors are naturally made out of...

CONCRETE!

Concrete which is painted a variety of goofy colors which has a magnetic attraction for every kind of dust and dirt found in all of Phoenix. Joe also has a new Jaguar bought for him by Bill Phillips of EAS. Bill bought Joe the car because... even though Joe gave Bill most of the better ideas used to promote Bill's book ("Body of Life")... Bill didn't give Joe any of the credit whatsoever. Bill didn't have the balls to talk with Joe in person about that subject so, he bought him the car. Joe likes the car but, if you'd paint that sucker red, it would look almost exactly like an $83,000 Miata.

Since he drives the car in Phoenix, the door handles get so damn hot, you have to hold a rag in your hands to open the doors to avoid getting a first degree burn.

Speaking of Phoenix, why the hell does this city exist anyway? Can you imagine 150 years ago, some guy and his wife riding across the country looking for a place to live, they come to the Phoenix area... the guy looks at his wife and says...

"Honey, Let's Settle Right Here!"

"Oh, gosh yes!" his wife immediately replies. *"It's 130 degrees, there's no water, no trees, no vegetation and, the Indians have mostly all died because sun tan lotion hasn't been invented yet."*

They settle there and live in caves during the day to escape the heat, procreate at night and, their fourth of fifth generation progeny have all purchased "Starbucks" franchises and constantly consult Fengshui experts to help them adjust the energy flow of their environments.

You know what else? While I was visiting Joe, I gave him what

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may actually be the most profitable marketing idea of his pathetic life.

Because I have no home, in less than one day from the time I finish writing this newsletter, I am flying to New Jersey to help Nate Aventino and the people she works with create a couple of "killer" promotions.

You know what I've decided to do next? I'm going to put on a seminar. You know what it's going to be about? Well, I don't know either. I'm going to call it...

"Gary Halbert's
'No Agenda' Seminar!"

Got questions about copywriting? Then I'll talk about copywriting and answer your questions the best I can.

Want to know something about the stock market? Ask me and I'll reveal shit you never even dreamed about. Plus, my son Bond will disclose even more.

Got Internet questions? I bet I can (with the help and expertise of my attendees) give you answers which will knock your socks off.

Want to know where the really hot chicks are in Rio? We'll stick ear plugs in the ears of all the ladies at my seminar, and I will lay some truly scorching info upon you.

What I want this seminar to be is...

The World's Ultimate
Brainstorming Seminar!

You're gonna have to pay to come though. But not too much. I'm gonna keep it cheap because I want a lot of people there.

When is this seminar going to be held?

Soon!

Exactly when? I don't know. I'm leaving that all up to

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Theresa. Where are we going to have it? I'm leaving that up to Theresa also. Exactly how much is it going to cost you to attend? I'm leaving <u>that</u> up to her too.

Why am I doing it this way? I have to. I'm too busy moving to do anything else.

What should you do if you want to come? Well, since Theresa doesn't even know about this yet, she'll need a few days to start making arrangements. In the meantime, if you really want to attend, you have to call...

(305) 534-7577

You'll get Theresa's voicemail and, after the beep, you've got to leave a message something like, *"Theresa, this is John Q. Everett (or whatever your name is). I am interested in coming to Gary's 'No Agenda' seminar. Please give me all the details."* Then be sure to leave your **phone and fax numbers**, your **e-mail address** and, your **<u>real</u>** address. I don't know how she'll choose to respond to these calls but, I want her to have every available option.

Sincerely,

Gary C. Halbert
"Homeless"

P.S. Are you pissed off at me for writing this newsletter instead of the one about copywriting I was supposed to write? Well, guess what? I don't care. After all the moving and relocating and traveling I've done recently...

<u>That's</u> Not What I Felt Like Writing About!

Instead, I felt like ranting... and... the truth is, I never liked <u>you</u> very much anyway.

Peace.

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THE GARY HALBERT LETTER

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NOTICE!
This is a Special May/June
DOUBLE ISSUE!

From:
South of Jewfish Creek
Wednesday, 10:25 p.m.
June 28, 2000

Dear Friend & Subscriber,

I guess for you to fully understand this issue of my newsletter, I'm going to have to reveal unto you a little-known secret about myself.

Some years ago in Los Angeles, I was rather thoroughly examined by a psychiatrist and a team of psychologists. They discovered, just like with everyone else, there are certain things a bit different about me which set me apart from other people. Most of those differences are not all that radical. But, they discovered one particular difference about me which seemed to astonish them. What they concluded was...

I, Sir Gary Of Halbert,
Attach Less Importance To Money
Than Anyone Else They Had Ever Examined!

Don't get me wrong. I do think money is important. However, I think about money the same way I think about oxygen. In other words, I believe we all need oxygen... but... once you have a sufficient amount of it... having more doesn't do much of anything to actually enhance your life. The late Joe Karbo (one of the wisest men I've ever met) once told me something I'll never forget. *"Gary,"* he said, *you should continue to make money until you have no more problems that money will solve."*

Truer words were never spoken, neither here nor in Hoboken.

Well, as fascinating as I'm sure all this is to you, why am I telling you about it? What the hell does it have to do with anything? I beg thee Sire, pray let me explain. I have been selling a report for $97.00 per copy entitled...

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Gary Halbert's Report On
How To Slow Down, Stop And Even Reverse
The Aging Process And Regain And Increase
All The Youthful Energy, Vitality And
Sexual Passion You Once Enjoyed!

The information in that report will not only slow down and/or alleviate the aging process... in many cases... it will reverse it. When Theresa (my Trusty Assistant for more than a decade) proofread it with me, she got very angry... and... at one point... I thought she was going to cry. *"What's wrong with you?"* I asked. *"This is one of the best things I've ever written!"*

"Yes," she responded, *"but... it only pertains to men. For men, it's **incredible** life-changing information. But, you've never written anything at all like this of equal value for **women!**"*

Why haven't I? It's simply I don't know of any information like this which would be of equal value for a woman.

But, this got me to thinking: You know how, in days of old, sailors would often get a deadly disease called "scurvy" when they went on long voyages? Remember how it was discovered this was caused by a lack of Vitamin C... and how... the disease could be completely eradicated if only the sailors would eat some fruit while on their long sea voyages? And how the fruit of choice of British sailors was limes... and how... that's how they came to be known as "Limeys"?

OK, what if sailors were still dying from lack of Vitamin C... and... you were one of the very few... who knew... simply taking limes with them on their voyages would save much suffering and many lives? What would you charge those sailors to impart unto them that life-saving info? As far as I'm concerned, that info would be too valuable to withhold... and... I would give them that information 100% free.

So, why have I been charging $97.00 for the most important life-changing info I've ever written and published?

Because I'm a jerk. The truth is, the information in that report I've been selling... *is far too valuable to withhold from anyone!* So, what have I done with all those $97.00 checks I've received from selling the report? As much as I'd like to keep the money, I just don't feel right about it... so... I gave all the money to charity.

And, right here in this issue of this newsletter... at no charge to anybody... I have decided to reprint the entire contents of that incredibly valuable report. It starts on the next page. Read it immediately. It **will** change your life.

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Gary Halbert's Report On How To Slow Down, stop And Even Reverse The Aging Process And Regain And Increase All The Youthful Energy, Vitality And Sexual Passion You Once Enjoyed!

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Right off the bat, let's get one thing clear: **I am not a doctor!**

What that means is, taking medical advice from me would be a nutso thing for you to do. Almost everyone who writes about anything to do with a medical subject, always tells you to "check with your doctor before following this or any other diet or health regimen." Is this good advice?

In my opinion, the answer is mostly no.

Why then, does nearly everyone who writes about health include a phrase about seeing your doctor first? The answer is easy:

They Want To
Cover Their Butt!

Here's what I believe: Before you follow the advice in this or any other publication, you **should** see a doctor (a real M.D.)... but... that doctor should not necessarily be your current doctor. Is that strange advice? Consider this true story...

I've been using the same doctor for years. (I'll refer to him as "Doctor Original".) He knows and respects the fact I stay tuned in to a lot of medical research... and... for the most part, he almost automatically writes me any prescription I request.

Well, Dr. Original has become very successful and over the years has built up his practice to, what I believe now is, 14 different offices. As you can imagine, it's nearly impossible to get an appointment with him. Because even **I** couldn't get an appointment with him, Doctor Original suggested I see an associate doctor who works with him.

During my first visit with this new doctor ("Doctor Replacement"), he refused to write me a prescription for something I wanted. He explained, *"I'm sorry. It's just I'm very conservative."*

"No," I replied, *"that's not true. In this case, it's just you are ignorant of the facts."*

Dr. Replacement discussed the situation with Dr. Original who then immediately wrote me the prescription I wanted. I told Dr. Replacement where he could do research on this particular item.

On my next visit to Dr. Replacement, when I asked for a renewal of that same prescription, he wrote it for me with no hesitation at all. *"Aha,"* I said, *"are you less 'conservative' than you were on my last visit?"*

"No," Dr. Replacement responded, *"I just did the research you asked me to do."*

That man is a good doctor. He doesn't have a closed mind. Many doctors do. If you want

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to optimize your health, you must seek out a doctor with an open mind. Not a reckless doctor; just one who will treat you as a peer and check out any situations/research/options you might have. Here is an extremely important core truth:

Medical Advances Are Being Made
So Fast Now... There Is Not A Doctor
In The World Who Can Keep Up With Them!

It's not their fault. As a rule, doctors work themselves silly. Also, as a rule, they literally have no time to keep abreast of what's new.

As far as your health is concerned, being kept abreast of what's new is your job!

OK, let me lay upon you what many men are going to consider the most important medical advance in history... provided... those men don't have some life-threatening illness which has to be their primary concern.

We are going to start, oddly enough, by talking about menopause.

Menopause starts when a woman stops having her menstruation. It hits her like a brick wall. There is nothing gradual about it. She stops having periods, losses much of her estrogen (the hormone which is responsible for most of her feminine characteristics) and other hormones which are vital to her sense of well being.

She gets "hot flashes." She becomes moody and cranky. She gets depressed. Sometimes, she thinks she is losing her mind. Her interest in sex drastically declines and she doesn't lubricate as she used to. In general, she becomes...

A Truly Miserable Creature!

The physical effects of menopause I just described are horrible. As if that's not enough, men have always (and still do) underate a woman's misery who is undergoing these changes. Men tend to dismiss all this suffering with an indulgent smile and a fatuous remark like, *"Oh, she's just going through the change."*

'Just going through the change'? Let me tell you something: From a genetic, biologically-imperative perspective, a woman's only job is to produce eggs... and... a man's only job is to fertilize those eggs. When a woman enters menopause, she ceases to produce eggs and, from nature's point of view...

There Is No Longer
Any Need For Her
Continued Existence!

So, nature seems to lose interest in the woman's well-being and (this is just my opinion)

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start sending that woman "misery signals." These "misery signals" are nature's way of letting her know it might be time to consider the good parts of her life are over... and... it would be no big loss if, right about now, she would cease to exist. (Remember, this is nature's cruel part of life. I would never treat a woman like that.)

A woman going through menopause is not 'just going through the change'... no... **she is going through hell!**

Miracle-of-miracles, along comes Estrogen Replacement Therapy (ERT). Estrogen Replacement Therapy is just what it sounds like: A doctor simply replaces the estrogen a woman is no longer able to produce herself with estrogen produced from a lab.

Perhaps ERT doesn't solve every unpleasant side effect of menopause but, it beats most of them... and... in many (if not most) cases, ERT literally...

Gives A Menopausal Woman
Her Life Back!

Men also go through something that, for lack of a better term, is often referred to as "Male Menopause." This happens as a man's testosterone level declines.

Only with men, this doesn't happen in the blink-of-an-eye as menopause seems to happen with women. So-called male menopause is a much more gradual process. However, in what we now think of as mid-life, many men's testosterone level has declined enough to cause him some real problems... and... the "main problem" men care about is... those rock-hard ("diamond cutter") erections. During this stage of a man's life, they just don't happen like they used to.

Ah, but not to worry because...

We Now Have Viagra!

Viagra is a great product. Pop one of those little blue pills... and... unless you have a fairly serious health problem... **that little soldier of yours is going to stand up and salute the flag just like he used to!**

But, it only treats one specific symptom of a declining testosterone level. It does nothing about the underlying real problem.

Don't get me wrong: Viagra is truly a "wonder drug" which has dramatically increased the happiness of millions of men.

But, we can do much, **much** better!

Doesn't it seem obvious if estrogen dramatically enhances the life of a menopausal

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woman... giving testosterone to a man who is not a "young Turk" any more will solve many of his problems?

Well, doctors have been giving men testosterone shots for years and, for the most part, the results haven't been all that great. Those shots produce a lot of unpleasant side effects and medical concerns... and... for most men, the rewards haven't seemed to be worth the risk.

This sucks, doesn't it? Menopausal women can mostly recapture the good parts of their lives by taking estrogen (the female hormone)... but... a man can't do the same by taking testosterone (the male hormone). **What a bummer!**

Except...

It's Not True!

As is often the case, what was wrong with TRT (Testosterone Replacement Therapy) was so obvious, we couldn't see it. What has been wrong with TRT in the past was... **how it was being administered!**

Mainly, a man's replacement testosterone was being given to him all at once by shooting him up with a needle. WHAM! A guy with low testosterone gets a shot... and then... all of a sudden... **his body is flooded with the stuff!**

The results? He gets irritable. More combative. His sex drive does increase... but... only for a few days. Then, the testosterone starts rapidly getting used up and, a few days later, he changes from a raging bull (both in and out of bed) to a weary pussycat.

Listen up: A man's body is not equipped to handle a "sudden flood" of testosterone. That's not the way his body ever naturally produced testosterone. Testosterone, as it is produced naturally by the male body, is secreted almost constantly in much smaller amounts than you get when a doctor shoots you up with a syringe full of the stuff.

Lemme try to explain it this way: You are aware (obviously) you have to eat a certain amount of calories every month in order to function properly. Let's say, in your case, you need about 2500 calories per day. Being the anal-retentive, efficiency freak you are (I'm just kidding, you humorless twit) you decide to eat the whole month's supply of calories (all 75,000 of them)...

In One Sitting!

Yes, you've gotten your entire month's caloric needs all taken care of... in ONE meal.

That would be about as crazy as getting an entire month's supply of testosterone given to

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you all at once in a single injection. Here's the truth: For what is commonly referred to as male menopause, testosterone replacement really is what's needed... but...

It's Got To Be
"Time-Released" Testosterone!

Guess what? Now you can get time-released testosterone. Here are the different ways it is possible to receive replacement testosterone:

By Injection: **By far**... the worst way to replace testosterone... and... unfortunately, the most common. Why? Remember the beginning of this report I told you my true story about Doctor Replacement... how he was ignorant of the newest medical research? Well, the answer here is plain and simple... **the average doctor simply doesn't know any better!**

By Lozenges: Much better than injections... but... usually you gotta swallow one of these suckers three times per day. Also, it will take mucho hassle on your part to find (or educate) a doctor to prescribe them for you. As if that's not enough, it's usually even more hassle to find what's called a "compounding pharmacy" to make some of these lozenges up for you.

By Testosterone Patches: Almost 100% side-effect free... except... for minor skin irritation. A popular patch is called "Androderm" and almost any pharmacy has it. The patch provides a slow, steady release of testosterone... but... it is possible, in some men it won't get your testosterone level up to as high as it needs to be.

By A Gel: "Androgel" is quite a new product developed by Unimed Pharmaceuticals located in Buffalo Grove, Illinois. It is a gel you smear on your body (like your shoulder area) and it dries in just a few minutes. You can then comfortably put on your T-shirt or shirt just like you normally do. It comes in three different strengths: 50 mg, 75 mg, and 100 mg. It was approved by the FDA on February 28th of this (2000) year. What you wanna bet this becomes one of the biggest-selling products in medical history?

Yahoo!

I'm going to tell you about something I lay odds there isn't a single doctor in the entire county where you live knows about. Check this out: There is (to my knowledge) only one company which is an FDA approved maker of...

A Testosterone Pellet!

These are little gel-like objects implanted by a doctor into the fat of one of your buttocks. Once implanted, the testosterone gradually dissolves and gives your body that natural slow, steady... constant... infusion of testosterone. The embedding of the pellet is a pain-free

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procedure and you only need to have another one implanted every four to six months. This is, I believe, the "Rolls Royce" of delivery systems for testosterone replacement.

Now, read this:

> "If I told you that one key substance in the body is more powerful than any other health factor, is more closely linked to risk of illness if and when a deficiency occurs, is more misunderstood, more improperly used, and more tragically underused than any other, what would it be? Testosterone! I have studied it, prescribed it, and watched the responses of my patients -- hundreds of them. I challenge anyone to find a more diversely positive factor in men's health. When normally abundant, it is at the core of energy, strength, stamina, and sexuality. When deficient, it is at the core of disease and early demise.
>
> "Testosterone deficiency has been an unrecognized syndrome that impacts every sinew and cell in the body. It is powerfully linked to nearly every major degenerative disease. Use of this remarkable healing hormone could reverse suffering and prevent early death. My research uncovered a mountain of medical literature that has been basically ignored supporting its benefits.
>
> "I was taught that there was no male menopause and for years accepted that as fact. A series of events in my own health and the discovery that several pioneering physicians held entirely differing points of view changed my mind and transformed my conception of age-related illness and preventive medicine. Until that point, I had seen aging as an unrelenting natural process that it was best to accept gracefully. Preventive medicine was an attempt to treat or modify specific risk factors that, like a sleeping lion, would jump up and bite you later in life.
>
> "My perspective changed dramatically. Clearly, preventive medicine would widen in scope if it turned out aging was reversible. And, to a significant extent, it is. The male menopause, a grim milestone in the middle passage of a man's life, can be rolled back.
>
> "Testosterone decline is at the core of that male

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menopause (and a key element in the female menopause as well). Naturally, the two sexes have a different experience of midlife menopausal change. In women, there is an explosion of in-your-face symptoms, while men's very similar symptoms sneak in the back door unexpectedly life a thief in the night. Too often, loss of energy, ambition, sexual drive, and a host of minor symptoms are written off as 'burnout' or depression.

"Women, meanwhile, have already learned that hormone replacement therapy results in reversal of the physical changes of menopause. Men, confronted by an information vacuum, still need to make the same discovery.

"There are, of course, scientists on both sides of the fence. Even after forty years of experience, few subjects engender more emotion and controversy than estrogen replacement for women. Yet the vast majority of studies show a risk-benefit ratio that emphatically favors the camp of hormonal replacement. The considerable literature on testosterone replacement shows a very similar balance of benefit over risk. Keep that in mind and remember that quality of life is clearly the cornerstone of all treatment decisions.

"Why have the subject of male menopause and the advantages of testosterone therapy taken so long to surface? One can only speculate. Perhaps the unspeakable spectre of impotence is at the root of silence. Perhaps it simply takes time for new ideas to rise into the medical mainstream. Old dogmas and clinical habits die hard. It is well for us not to rashly assume that every new nostrum has value, but resistance in the face of overwhelming science has no excuse. To prevent the suffering of many is, for me, a powerful motivator. That is why I wrote this book.

"Resistance will fade. Testosterone therapy has every prospect of becoming for men what estrogen therapy is now for millions of women. The male menopause, a real tragedy in the middle of the average man, has had its

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> day. I am going to put a stake through its ugly little heart. I promise."
>
> - Eugene R. Shippen, M.D.

You know what you just read? It is the "Preface" of a book you absolutely MUST read! The book is called "The Testosterone Syndrome" and is subtitled, "The Critical Factor For Energy, Health, & Sexuality -- Reversing The Male Menopause." This book was written by Eugene R. Shippen, M.D. and William Fryer. It is published by M. Evans and Company, Inc. located at 216 East 49th Street, New York, NY 10017. The "locator number" (that's what I call it) is ISBN: 0-87131-829-6. It will be very helpful if you are trying to get it from a library or a bookstore. I got my copy from Amazon.com. No matter what else you do in life...

Buy THIS Book!

Here's a little bit of what you have to gain:

BONUS More strength!

BONUS More energy!

BONUS More zest for life!

BONUS "Diamond-cutter" erections!

BONUS Better memory!

BONUS Better mental function!

BONUS Protection from heart problems!

BONUS Less fatigue!

BONUS A positive improvement in mood!

BONUS A slowing and even some reversal of aging!

And so on.

Onward. I'm sure you already know about the importance of exercise and nutrition. One

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of my subscribers is a guy named Bill Phillips. I have mixed emotions about him (matter of fact, I have mixed emotions about me)... but... my emotions are not mixed at all about what he sells.

Bill owns a company named EAS in Golden, Colorado. He sells nutritional supplements. He also publishes the magazine, "Muscle Media 2000." Bill has, I believe, put together...

The Best Health-Improving System...
In The World!

Call the toll-free number for EAS and tell them you want to get involved in the "12-Week Improvement" system they are promoting. You're going to get some GREAT info... and... I promise you, if you do what they advise... **your life will improve enormously!**

That's quite an endorsement from me for a company owned by a guy I don't particularly like, isn't it? Look, I can't imagine myself enjoying going to supper with Bill Phillips... but... when it comes to nutrition and fitness...

He IS The Best!

Call his company and buy into their program. There's none better and the number is...

1-888-926-5524

A final word: Would you like me to give you just one suggestion... that... if you follow it blindly... will improve your life more than anything else you can do?

It's not difficult to remember.

It's not difficult to do.

It doesn't require any special clothing.

It doesn't require any special equipment.

Here it is...

As Soon As You
Wake Up In The Morning...
Get Yourself
Out Of Your House!

When you first open your eyes, note the time. You'll probably then want to use the

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bathroom, brush your teeth and use a warm washcloth to scrub the sleep out of your face. Dress. Put on a pair of walking shoes. Get out the door. Look at your watch and note the time. Now...

Start Walking

After 15 minutes...

Turn Around And
Walk Back Home!

That's it.

Do this every day. When you're home or when you're away from home. This is NOT your aerobic exercise. Don't worry about getting your heart rate up.

Have a contest with yourself to see how quickly you can get the regime down. The part where get up, use the bathroom, brush your teeth, use a warm washcloth to scrub the sleep out of your face, dress including the walking shoes and get out the door. Now, look at your watch and start walking.

This is the way...

You Should Start Your Day...
BEFORE... You Start Your Day!

Do it every day for seven weeks. This simple process will change your whole physical and mental being for the better. I don't exactly know why... but...

I Guarantee It
To Be True!

Arguably, the greatest discovery of this century was that of atomic energy which could be expressed by Einstein's theory of relativity... which was simply... $E=mc^2$. How much are those simple letters "$E=mc^2$" worth? Although they only take up perhaps one inch of space on one line of paper, those simple letters are worth untold trillions of dollars.

If you come across a safe which has ten million dollars locked inside of it... and... you are told a simple 10-digit combination is necessary to open that safe... how valuable to you are those simple ten digits?

The point I'm making is, there are many people who judge the worth or the value of

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information by the volume or the weight of how that information was delivered to them. Many people think a 300-page hard cover book filled with nothing but gibberish is worth many times more than a 50-page paperback filled with hard-hitting data and advice; data and advice so valuable, it literally changes their lives.

This report of mine, "How To Slow Down, Stop And Even Reverse The Aging Process And Regain And Increase All The Youthful Energy, Vitality And Sexual Passion You Once Enjoyed!" does not contain many pages. Nor is this report of mine fancied up with a binder or a hard cover. Matter of fact, if you would put this report on a scale, it wouldn't even measure up to half-a-pound.

But... on the other hand... I want you to know I have just given you the core facts pertaining to recapturing and maintaining your health which took me several years of research to discover.

If you're one of those people who gives worth and value to information by its volume and weight, you're probably disappointed with this report. However, if you're one of those people who gives worth and value to information by its enlightenment and knowledge, you're astounded with the contents of this report. You're probably someone (like most of my subscribers) who can appreciate a multi-million dollar idea capable of changing your life found scribbled on a napkin or written on the back of an envelope. The "presentation" of the information doesn't matter... **the information itself is what's vital.**

I could have written 200 pages more in this report but, it was pointless. Stripped down of all the mumbo-jumbo, you've got it now. You've got the secret. You now have information which isn't even possessed by one out of a thousand doctors.

It is my heartfelt hope you understand and use this discovery to recapture your youth, health, sexual vigor and vitality. Perhaps someday we can meet in person at one of my seminars and maybe have some fun laughing at the stories we can share of how others didn't believe our true ages when we told them. (I can't count the number of times I've had to show my driver's license to men and women alike to verify my true age.)

Thank you for ordering this report. It seems to me, these days, I am walking amongst a world of braindead zombies... and... it's harder than ever for me to find people like you who at least have a pulse and an inquiring mind.

Go get 'em Tiger! Go slow down the aging process... and... regain and increase all the youthful energy, vitality and sexual passion you once enjoyed!

Peace.

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There you have it. That is the report I have been sending to the people who have paid me $97.00 each to receive it. However, the version with which I have been filling orders has a larger type font and wider margins and, thus is a bit easier to read than the above "compressed" version. Theresa re-created the report to fit within the confines of this newsletter.

How valuable is this info? If you are in my age group (I qualified for Social Security on my last birthday) the info you just read can literally give you your youth back. You know the product "Androgel" you just read about in the report? As I said, "Androgel" was approved by the FDA on February 28th of this year and it didn't go on sale until June 14th. By my getting in touch with Unimed Pharmaceuticals and getting all their info... and... by printing out info on "Androderm" (a different product) I got by doing Internet research...

I Was Able To Educate
My Doctor And My Pharmacist
About This Hot, New Product!

Because of that, I may very well be the first person in the entire State of Florida (or maybe even in the entire United States) to get a prescription for this product... and... get that prescription filled... and... I applied it to myself this very morning for the first time.

It's INCREDIBLE! It gives you complete control of the dosage. It's odorless and causes no skin irritation whatsoever. It's invisible, it doesn't fall off like an "Androderm" patch and it's 100% undetectable.

But wait, there's more!

Are you already selling something... that... if you gave away MY report as a bonus premium... it would enhance your sales? If so, you have my permission to reprint my report and use it in that fashion... with... *no compensation to me whatsoever!*

Are you looking for a product of value to sell? If so, I hereby give you my permission to reprint MY report and sell it to your heart's content... with... *no compensation to me whatsoever!*

Would you just like to be able to Xerox copies of MY report and give it to a certain group of your friends you care about? If so, you have my permission to do so... with... *no compensation to me whatsoever!*

All the while, you are learning from this issue of my

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newsletter. You are learning a marketing lesson.

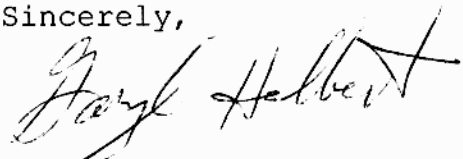
Listen up: I've been selling a 20-page report for nearly $5.00 per page and nobody has asked for a refund. Why? Because I have delivered information of absolutely vital importance in an informative and entertaining manner. What I gave people in this report is the "key-to-the-safe." When you really do deliver the "key-to-the-safe," nobody cares if you deliver it on one piece of paper or 10,000.

Actually, that's not true. Unless the person is a Mongolian Idiot, he'd rather have the info on just one sheet as opposed to 10,000. Think about it. These days, who the hell has time for 999 pages of unnecessary reading?

Don't bitch and moan ever again about not having a product to sell. For openers, you've got this one. Furthermore, there's nothing in the world that stops you from creating an almost endless number of other valuable reports like this. It does take research, work, energy and time... but... it's worth the effort. You can charge $100.00 or more for the product, print and mail it for about a buck (that's a 100% mark-up) and...

Everybody Wins!

Sincerely,



Gary C. Halbert
"The Erection Connection"

P.S. Have you called **305/534-7577** and left a message telling Theresa you want more info on my "No Agenda Seminar"? If not, you're going to be very, very sorry. You see, that seminar is going to deliver info... *about making money*... that is as valuable and little-known as the health info in this newsletter.

P.S.#2 Don't forget grout sponge.

Peace.

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